THE STAR WITHIN

FUNDAMENTALS FOR THE
RECORDING ARTIST

The Star Within

Fundamentals for the Recording Artist

Written by:

Patrick J. Pereira

Also known as Patrick Jumpen

PEREIRA DEVELOPMENT CENTER • INSIDEPDC.COM

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DEDICATION

This book is dedicated to Jeroen Flamman, Jeff Porter and all the other wonderful people in my personal life, the media, the music industry and my fans that supported me throughout the years.

DISCLAIMER

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FOREWORD

You are about to read the most comprehensive textbook that is written for you if you desire to take your music and stage dreams to the next level and turn into a professional recording artist. The content of this textbook is exclusively developed, supported and inspired by internationally renowned golden and platinum selling music managers, recording artists and record labels. We are real "music people", not majors in the English language; please forgive us if you find a grammar mistake.

We´d love to answer your music industry related questions on our weekly *Music Industry Magazine* on insidepdc.com.

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** : paperback exclusive chapter*

CHAPTER I

Dreams

SECTION 1

Me? A Star?

It was such a normal day when a sound got my eyes attracted towards the television screen in front of me. Music Television was broadcasting a music video with funny people and a lot of flashy colors. As a kid I liked funny and flashy, I took the black remote control off the thick shiny dark wooden table in front of me and raised the volume of the television.

I've seen this music video and its successors music videos coming back on the same television screen over and over again for months, all my friends talked about this "new" style and some of them where so lucky that their parents actually bought them the CD's. I, of course, was so unlucky that my mother was so normal that she didn't like the music and unfortunately… I was pretty normal too; normal kids have no loaded bank account at the age of eleven.

I would simply borrow the CD's of my friends and record the songs on a cassette tape. At my friends I used to do normal things too, I used to play video games with them. I even played a video game with the name "*Normality*".

An eleven year old kid without a loaded bank account, playing video games with friends, looking to flashy and funny music videos on television and recording CD's on cassettes; sounds like a pretty normal kid, doesn't it?

Imagine this eleven year old kid playing with his friends on the Nintendo and the father of one of his friends suddenly walk in the room and says; "Patrick! You have an amazing talent; I can make you the next big star!"

How do you believe I would have responded in such a situation? First I might have started laughing while thinking that this man is a complete wacko. I'm just a normal kid like all other kids; what makes me so special?

After the initial laugh, I would question myself; why is this man telling me this? What are his intentions? It would depend on how scary the father would look; I could have thought I'd end up molested in a dark basement or my kidneys being sold if I continued any contact with this man.

This is what we teach all teach our "normal" kids, right? Be careful for this, be careful for that, don't talk to strangers, and so on.

If you take a moment to forget all that and take an objective look at reality we see that there exists a possibility that this man could have a friend at a television station who produces a successful daily comedy that revolves around normal eleven year old kids and his star-actor is sick, too old, needs more time for school, has a new bigger movie-deal with another television producer or whatever of the millions of reasons why the television producer asked all his friends to find a similar looking eleven year old kid to do a casting.

There are of course individuals that really have bad intentions, but there are an equal amount of individuals with good intentions that just want to help their friends and the "be careful to talk to strangers" mindset we teach our children from an early age will certainly greatly decrease the chance they will get involved with individuals with bad intentions, but it will also greatly decrease the chance they will get involved with individuals with good intentions.

Most of us teach our children from an early age on to look at the negative side of things first: Be careful for this, people might harm you, stay close to home. If we look what I just said at its purest essence; we teach our children to look at *possible* harm and negative consequences.

Protecting children can, by learning them to look at *possible* harm and negative consequences, be very beneficial at a young age but when you are standing on your own two feet; this mindset will harm you more than it benefits you.

Successful people usually want to make other people successful because they already achieved whatever goals that interest them so they do not need continues ego strokes; they have this unlimited self-confidence because they already are "the shit" and to give their lives a new meaning they usually want to help others achieving their goals. Successful people are just "happy" people

for no real reason other than their feeling of self-worth. Successful people help others for "no reason". Successful businessmen donate money to charity, successful athletes train newcomers, and so on. They do it for no real other reason other than it makes them feel good and gives them the feeling that they are contributing to society.

I guarantee you, when you walk up to a successful self-confident individual with an "I look for a *possible* harm and negative consequences in my interaction with you" mindset; you will exclude yourself from any further contact with successful and self-confident people.

There are countless normal people and there are only a couple of people who can bring you closer to your dreams. You really do need them more then they need you, so it isn't reasonable to expect someone who can help you getting closer to your dreams to prove him or herself to you first. On top of that, it's insulting as hell! A stranger didn't do anything to you to make you think that he or she's going to harm you!

If you have experienced a lot of problems in your past with people; it is not the stranger's fault that you experienced negative outcomes in your contact with new individuals.

With the "I look for *possible* harm and negative consequences" mindset you will never get a real connection to someone who has something to offer you, guaranteed, and you will always remain in social group where everybody shares your "I look for *possible* harm and negative consequences" mindset.

We teach our children to look at *possible* harm and negative consequences instead of focusing on the *possible* benefits and positive consequences.

Most of us isolate our children from deep emotional connection with others and success by programming them with fears from a very young age. That's all it is; the fear that you or your children might get harmed by others.

This might sound hard, but you need to understand my point of view. I want you to experience your dreams, you desire to be famous! Take a moment to think about the consequences of being famous; you are going to meet thousands, maybe even millions of people! How is that going to work when you do not trust people? How are people going to trust you if they can see that you don't trust them by the way how you step into a conversation with

them? So before you do anything; it is in your own best interest to stop looking for evil and judging people up front. It has no use to read this book if you can't or do not want to let go of the fact that everybody **could** harm you

Let's go back to the imaginary story of the eleven year old kid and the father of a friend who said he believed the kid had talent.

The 11 year old kid laughed and thought: "I am just a normal kid, what makes me so special?"

In our imaginary situation I sketched how most people would respond if you would tell them they could be famous. They would laugh at you, they would think you're a wacko, they would think "I'm just a regular guy or girl, what makes me so special" and they would start thinking what motivated you to say it.

Please pay very close attention; I am going to ask you a very important question.

In how far can an 11 year old kid judge if he is special or not?

Does an 11 year old kid know what is valuable in the entertainment industry? Most people will think: I'm too small, too big, too ugly, to poor, I can't sing, I can't dance, I can't write song texts, I can't do this, I can't do that...

People will make up various reasons why they do not believe they can be successful in the entertainment industry without having *any* experience and *any* knowledge about what is valuable in the industry.

Don't you agree that all your judgments about your chances in the entertainment industry are based on nothing that has to do with reality? Isn´t it just a fantasy? Isn't it empty, valueless self-talk if you do not really know what is valuable in the entertainment industry?

But how often have you been telling yourself you will never become famous?

How did that 11 year old kid respond? He responded like he knew everything about the music industry and he was convinced he was unable to succeed.

SECTION 2

Judgments

Be real here, be honest to yourself and ask yourself in how far you can really judge your own chances in the entertainment industry?

But how often have you told yourself that it is impossible to make a living out of your hobby and that it is impossible to make all your dreams come true?

I know you do this every day; you talk to yourself down like an entertainment industry expert. But since when are *you* the expert?

Isn't it my job to assist you making your dreams come true in the entertainment industry? So why are you trying to do my job?

Every time you tell yourself "it's impossible" or "I can't" you are talking to yourself like you really know what it takes to be famous and you haven't even finished reading the book yet! If you really knew what it took to be famous, you would actually *be* famous, right?

Every time when you tell yourself that you will never make it the entertainment industry and that you have no real talents; come back to this page to realize that you´re not an experienced entertainment industry coach and that you have no real future seeing abilities. Who do you think you are? God?

People have probably told you that you are a dreamer, that you only have a small chance and that it's "wiser" for you to invest your time into something more "secure for your future" or something similar, you know what I'm talking about, right? Whether it is your partner, your friends or your parents, if you want to live the life of your dreams; do not listen to it. First of all, obviously they also can't watch into the future, secondly they neither are

experienced in the entertainment industry and thirdly; they are reflecting *their* inabilities upon you.

Have your parents ever told you to focus on getting a good education and good job to make a good living and have a secure future?

On the education part they are right; you should do whatever you can to increase your market value by educating yourself with whatever knowledge interest you.

But the "good job" and "secure future" part really is the most commonly accepted non-sense I've ever heard. First of all, who gets fired first? The boss or the employee? Who's bank account goes all profit to? The boss or the employee?

If you go for the "secure" good job route, you will definitely work hard and bring all the profit to the boss. The boss will drive the nicest cars and will have the nicest mansions because the boss chose to invest his or her time in realizing his or her dreams.

You are fully in control of your future; you are so powerful that you can easily ignore what you came here for. You do not have to fulfill your destiny; you do not **have** to realizing your dreams!

Do you want to work on realizing your dreams by working for yourself or do you want to work on realizing other people's dreams by working for them? You can make the choice! Do you want to have a "secure" average life where your parents and friends are happy or do you want the life of the dreams where *you* are happy?

You are not an experienced music industry expert, neither god: You and nobody else can predict your future so you will never be able to make a real judgment on your chances on music industry success, so please stop fooling yourself by thinking you can

CHAPTER II

Fame

SECTION 1

The Impact Of Fame

Each individual has his or her own reasons why he or she wants to succeed in the entertainment industry; what are your reasons that you want to succeed? Please take a moment to think about them! How do you expect your life to be when you are famous? You probably have an idea of how it could be, but is it a reflection of reality?

It could be a true disappointment if you would work hard to realize your dreams, and to find out that your dream was a nightmare in disguise! When you succeed in the entertainment industry there is no going back to anonymity, Michael Jackson will always be known as the entertainer Michael Jackson, Elvis Presley will always be known as the entertainer Elvis Presley, there really is no "undo fame" button in life and fame can certainly destroy a person, especially when the celebrity is unprepared.

This won't be the case with us, but there is a reason why so many celebrities are using drugs excessively. When you enter the world of social influence and fame; your model of the world can certainly lose its innocence and once you´ve "seen it", there is no going back.

Of course, a strong character can deal with any situation, but you need to realize that the entertainment industry really is more than just fairytales. I cannot guarantee you the highest quality service without giving you a real reflection of what happens when you become famous and what impact it will have on you and your life. When you reach the end of this chapter you will be able to make a *well-considered decision* if this really is the path you desire to walk.

SECTION 2

Ten Reasons To Desire Fame

The entertainment industry is full of mysteries and I believe that is the main reason why so many people are attracted towards it, but there are more reasons why somebody could desire fame and if you really want to discover **all** the benefits of fame; you do need to succeed in it to experience it yourself.

Until then you'll have to do it with our *Top 10* reasons why you should keep chasing your dreams. I do not want to be giving you too many entertainment industry spoilers; most of them are too controversial, or simply too unbelievable to write down in a book anyway.

When you succeed in realizing your dreams, you really step into a whole other world and you really need to experience it for yourself to fully believe it.

I´ll illustrate the life you´re going to experience when invest your time and energy in yourself.

You are always right

When you are famous you will win every argument and you´ll always be right, period! A combination of paying attention to what is written in this book and getting the status of a celebrity will make 99.9% of the people absolutely no match for you. Later in this chapter we´ll go really deep on understanding the mechanism behind why famous people are always right, even when it's plain bullshit. Isn´t that fantastic? A life where you would be right in 99.9% of all cases? Trust me, if you love the first reason why you should desire fame, it´ll only get better from now on.

You will see the world

Everybody loves going on vacation, most people work all year long to be able to afford a well-deserved vacation to a faraway land and they look forward to the trip all year. When you are famous you will go on vacation *very frequently* and one of the best parts of the deal is; you´ll be paid to do so. Isn´t that great? It doesn't stop there, it gets even better; you will be paid more money than most people save up to purchase a holiday and that´s really an *understatement*.

There are many "levels" of celebrities and the genre you are working in will certainly influences the numbers you will see on your bank account, but the wages **start** up at US $750,- for "small celebs" and go up to US $100.000,- an hour for international top celebrities.

Doesn´t that sound fantastic? I´m being really serious here, famous people get paid to go on vacation to show their faces on a venue for most of the time less than an hour!

Your environment will change

When you reach the life of your dreams you will start appearing on the radar of individuals you´ve never appeared on before. The moment you become famous you will attract a lot of people into your life that you did not attract before. When you are famous you will have a completely different attitude and a completely different view on life than "*ordinary*" people have. While others will be talking about soccer and TV-series, you´ll be talking about your achievements and all the great experiences you had. Even your problems will be of a completely different altitude of the problems of "*ordinary*" people.

An example; if your friends are talking about the financial crisis and you want to talk about ways you can increase your amount of money; you are going to look like an asshole to them so you will always try to tailor your talk so that it matches to the attitude of your environment.

But you´ll always want to talk about your great experiences, your problems and all the other emotions of your success with people that understand you and resonate with your lifestyle. When you become famous you automatically appear on the radar of other celebrities and businesspeople because they have a life that is similar to yours. With you they will be able to talk about their

successes, with you they will be able to talk about strategies, with you they will be able to talk about how funny the "fans" are behaving when you are performing on stage. They will be able to talk with you about anything without fearing that they provoke an emotional minority-complex reaction inside of you. When you are traveling and performing you will automatically meet great people with great attitudes and you will be able to make a real emotional connection with them and become real friends with them because of like-mindedness

When you become famous you will realize that negativity almost does not exist because everybody has a feeling of self-worth. You will no longer hang around "cave" men and women that reflect all their insecurities upon you, all the poor behavior you got in the past at nightclubs, schools and so on, belong to the past. When you´re famous, you´ll be hanging around the kings and queens and trust me, the mobbing, talking you down and the stuff cave men and women do to you will be history because all successful people figured out somehow that behavior like that does not work on the long run in their own best interests.

You´ll get free stuff

This might be hard to imagine, but the more fame and money you have, the more you´ll get stuff for free. Companies will give you their products for free and in some cases even pay you to accept their product. Later in this chapter we´ll go really deep on understanding the mechanism behind why you get so much things for free but to sum it up for now; if you´re famous and products are seen with you, others will want the product. There will certainly be days your phone will ring with a salesman on the other side of the line offering you all kinds of really cool gadgets, VIP club tickets, jewelry, clothing and lots of other stuff. It´s hard to give you an idea what kind of stuff you´ll be scoring but I hope that you understand that when you are famous, it is almost every day your birthday.

You´ll be in the media on a regular basis

Whether it´s in the newspaper, the radio or on television, you´ll be there doing interviews, showing your music videos, performing or just talking about a particular subject that has something to do with your interests. Imagine sitting on the couch with your friends looking at yourself on television. How

cool would that be? Imagine your parents listening to the radio and suddenly the Radio DJ is announcing an interview with you.

That´s not all, there is another benefit of being in the media on a regular basis; you´ll be seeing other celebrities! All the celebrities you see on television, they will be doing interviews on the same television stations as you. You´ll be able to have a talk with all the celebrities, the TV hosts and Radio DJ´s. Being in the media on a regular basis is a lot of fun!

You´ll get awards, prizes and trophies.

Your success will not be unnoticed; imagine yourself getting a golden or platinum record. I do not need to say more, right? You can´t buy a golden record. Golden and platinum records are one of the most special awards you can receive as an individual, every day when I wake up I see my awards hanging on the wall I know I possess the stuff not just "anyone" has access too. Anyone can work hard/smart and buy an expensive car, some people can even buy boats, but you simply can´t buy *popularity*.

A golden or platinum record is the ultimate appreciation of the people and if you follow your dreams and succeed in getting famous; golden and platinum records are themes of the day.

I have several very successful friends in the music industry that also know how to "score" and when you walk into their homes they are full of golden and platinum awards. Seriously, it **does** look very impressive.

Try to imagine your songs entering the national top 10, I can tell you first handedly that it´s a great feeling. Can you imagine the thrill I had while waiting for the sales charts of the next week? Seeing my songs climbing higher and higher every week? Trust me, the moment you get there, seeing your first hit raising in the charts every week; you´ll experience emotions that you never knew they existed.

There are a wide variety of awards you will be nominated for when you are famous but you´ll have to discover it for yourself! Turn on your TV and check out the Grammys and the MTV awards to get a feeling of what you will be campaigning for when you invest your time and energy in realizing your dreams.

You´ll always get 2nd chances

The moment you become famous, you´ll always get a 2nd chance when you mess things up. Famous people are very rare, and anything that is rare has value. Someone who had success once, knows how success works and the chances that the successful individual will have success again is considerably higher than the chances of someone else who never had any success. An individual without success is still polishing his or her character until he or she reaches success while you already have this experience.

If you screw things up, for whatever reason, after you got famous; people will have more trust in you then in someone who has never been famous and/or successful before because people know you already have succeeded in figuring out the steps to success while others are still molding their characters.

Hiring people that are still polishing their character is more of a risk then hiring someone who´s character already is polished with both lots of success and failure. When you succeed in become famous; you hold a quality and experience that most people will never get a hold of.

You are special and harder to replace because of the skillset you´ve developed along your quest towards fame. For example; normal people aren´t used to talking to masses of people or do not have the charisma to lead a conversation. This also counts for your relationships; socially, a famous partner is always something "extra". Most people do not have access to a lot of famous people to date with so if they catch you, they won´t just let you go that easy.

For most people, finding a person that matches their physical taste is already hard enough… Can you imagine how hard it is to find a physically attractive partner with a polished and winning character with social ambitions and potential? This is why you will always get a 2nd chance when you are famous.

People will value your opinion

The greatest emotional need of any human being on the planet is the need to be liked, loved and/or appreciated. For example, take a look at the make-up industry and ask yourself the question; why do virtually all women wear make-up? I am very confident your answer will always relate to the need to be accepted by the group. Whether she feels more attractive to men or just feels

more self-confident around other women, in the end it´s always a ritual for the acceptance of the group where she feels herself to be in.

In the group she feels to be in, it´s a standard that women wear make-up. Do you know a woman who does not wear make-up? If you do, take a look at her and her life. I guarantee you that her direct social environment, her parents, her children and her closest friends share the same "no make-up philosophy".

A woman who does not wear make-up simply does not belong to "*that* group, with *those* rules".

So in the end, she does not want to wear make-up because she does not have the need to be appreciated by "that" group. The group she´s in knows to appreciate her for other reasons then the quality of her make-up and she focuses on other things to be appreciated in her own group.

In general; the older a woman becomes the less she´ll values make-up. Make-up is usually a way for women to get accepted by their peers and to market themselves to the other sex. When a woman has children; her priorities change and you will see that make-up will start to become a "special occasion only" ritual.

For a woman, having great make-up is **an** almost **guaranteed way to feel accepted**; so **most women value** make-up **very highly**.

When you are famous, you have a lot of people that like you. These people do not only accept you, they like you and in most cases even look up to you. When you become famous you have the golden key to the land of acceptation. People value things that make them feel accepted by others, when you are famous; you are liked by masses of people, so you know how to get the number one emotional need of people more than satisfied. Your advice and opinions will be valued by any individual that feels he or she belongs in the group(s) you belong in and even in many other groups people will respect your opinion because you know how to get accepted in a way that only 0.01% of all people know how to achieve.

On top of that, being seen with you will immediately make almost any individual with less social influence then you yourself feel special and appreciated. This might be hard to imagine, but when someone looks up to you; there is almost nothing you can do wrong as long as you give him or her

your attention. When you are famous, being seen with you almost feels like a compliment to people´s own character. People will feel special when they tell their friends; "look who I´ve seen", "my idol remembered my name" or "I am friends with him".

You will hardly lose any discussion because others do not want to risk that you won't like them anymore because if that occurs their "guaranteed way of feeling special" will go away, and trust me, most people will go really far to be liked. You´ll notice it when you are becoming famous.

The chances you get murdered decreases significantly

People with social power are usually walking targets for individuals that do not share their ways and opinions. The only way to make a big change in a group is to replace a leader. Thousand years ago; being the king of a country was the most dangerous job of the world.

If you wanted to rule; all you needed to do is kill the king and replace him.

The more social power you have, the more predators you will attract that desire your social influence. Even in today's world we have examples of this phenomenon, do you remember what happened to John F. Kennedy? This might sound like a reason to not desire social influence and fame, but nothing is further from the truth!

Take a moment to think about the following: If you were a hit man and got paid a great amount of money to kill your favorite artist, could you do it? Could you really pull the trigger to a man or woman that inspired and entertained you throughout your whole youth?

If you really tried to imagine killing your favorite artist; you noticed the emotional process that went on in your mind. This process will happen to others when you become famous. Entertainers have an emotional connection with the hearts of their fans, one that kings and queens, presidents and politicians usually do not have.

Imagine that you would be a doctor, and your favorite artist would be your patient… How would you treat him? If you were a police officer and you would be interrogating your favorite artist, how would you treat him? As long

as humans are emotional, there is no objectivity. When you become famous; you will start noticing how objective people really are.

You will be remembered

As long as there is a start, there will be an end. Your life, as you know it right now, will end one day no matter what you do. Whatever you will find on the other side of the vibration, the people on this side will always remember all the great times and experiences you gave them.

Your grandchildren will be told the mystical stories of your life, your fans will remember you as their favorite artist, your children will cherish your golden records and your name is in the history books of the music industry. When you are dead; you can´t talk but in your music, your voice and messages will be heard long after your death because people simply liked you. You will be remembered as a special man or woman.

SECTION 3

How Is All Of This Possible?

If you take a real logical look on our Top 10 benefits of desiring fame it won't make much sense. How can celebrities that "just" entertain people provoke such an incredible response from masses of people? How is it possible that a famous Hollywood actor or singer has more worldwide social influence and is trusted more than the president of an average European country? How is it possible that entertainers are more respected than the most highly educated doctors, professors, inventors and politicians?

After we´ve covered this section, everything will start to make perfect sense. I am going to share a little secret with you that only a small group of individuals is aware of. I have never met an individual that really understood this in its complete form. Emotions are very difficult for most people to understand but if you understand the human emotions; there is nothing you can´t achieve. When you understand human emotions, the chance that your will succeed will increase immensely. I do not want to make you wait any longer for this pearl of information.

To the latest scientific knowledge our brain consists of several "sub" parts and the three parts that are interesting for us to talk about are the reptilian complex, the paleo mammalian complex and the neo mammalian complex.

For the sake of ease, let´s call the reptilian complex the primal brain, the paleo mammalian brain the emotional brain and the neo mammalian complex the logical brain. In order to understand how humans really work, we´re going to talk about how these three parts of the brain interact with each other and what they do. The primal brain is all about instinct and you have no to very little control over it. If you do not believe me, try to stop breathing for a minute and you will activate the force of your primal brain instantly.

Try it out to see who´s in control this situation; is it you or your primal brain?

Why don´t you try to command your heart to stop beating with your mind? It seems your heart has it mind of its own doesn´t it? The core essence; when you "command" your heart to stop beating, all what's happening is that there is a conflict between the logical and the primal brain. And who won?

If you are the real stubborn kind of person just like how I am; feel free to test the power of your primal brain again and try commanding your hand to move into a fire for a couple of seconds.

Could we agree that in certain situations the primal can overwrite the commands of your logical brain?

Imagine yourself walking in the desert, you are completely lost and you are really thirsty; you haven´t drank anything all day. All you have is a kilo of gold. You meet a man and he would like to trade your kilo of gold with one liter of water and the directions to the closest town.

Your logical brain knows how to value gold and will certainly tell you that it´s a pretty bad deal for you. At this moment of time I am writing, a bottle of water will cost you less than one US dollar in the supermarket but a kilo of gold will cost you several tens of thousands of US dollars.

Sounds like a very bad deal, doesn't it?

Would you trade your kilo of gold for that bottle of water? You would, wouldn´t you? I would… Without any doubt and I believe we are not alone; *anyone* would!

In any other situation you would protect your kilo of gold but when your life is in danger; this "value based" logical thinking simply gets *overruled* by the primal brain.

I´m about to tell you to a little secret. Until so far we´ve only talked about "direct" life threats but there are also a wide variety of "indirect" life threats. Just as how a *direct* life threat will cause your primal brain to take over the power of your logical brain; when you face an *indirect* life threat your emotional brain takes over the power of your logical brain.

This is where the nasty word ***mind control*** kicks in. If you are able to fully contemplate what I´m going to tell you about indirect life threats and the emotional brain; you will be able to not only predict the great majority of people´s behavior with 100% accuracy, but you´ll also be able to understand it and use it to your own benefit.

A long time ago human beings lived in small groups. Before the industrial age there were no trains, planes, cars, phones and internet. Imagine living in a group of 50 people, thousands of years ago and you would dislike a situation.

Let´s say that the leader of this particular group said that only the leader and the priests can eat meat and you and your family have to eat corn all day.

In that time there was no police and you could not run to a lawyer. If you were unhappy with a situation you had 3 choices; you accept, leave or fight with the leader.

Let´s say you would just decide to walk away! Let´s just pack all our stuff and leave the group!

If you chose that; your first threat would be that you would be confronted with all kinds of wild animals like wolves, very hungry wolves! The fact that you are traveling alone would make you an easy target. Remember, there were no guns in that time, you´d be really lucky if you had access to a rock attached to a stick to protect yourself.

Your next problem would be that the group is stationed near a source of water, if you left it you´d need to find a different source and if you were really unlucky you'd be in the middle of an ice age. You need to hunt, cook, wash, build a house and even heal your own wounds.

Do I need to continue? I think you get the point that leaving the group would be a very risky business you wouldn´t want to put your wife and children through just because you disagree with the leader.

In most cases; you didn´t even know if any other human beings existed or where anywhere near the area. You were educated by people from within the group and all the propaganda from your local tribe leader is all you really know. There were no newspapers and certainly no internet. But hey, let´s imagine you´d be very lucky and you would manage to survive and find a new

group. You just arrived at the new group and do you believe you would just be accepted there? Take a look at how it works in today's world; what is the general attitude of people against "newcomers" in their living environment.

Usually people aren´t waiting for "outsiders", or are they?

Now let´s examine the fight option. Let´s imagine you would like to fight with the leader of the group to force your will to prevent meat to be taken away from you and your family's diet.

The problem you would face is that the leader of the group is of course friends with the priest, the hunters and virtually anybody else that plays a major role in the group and there is a very good reason for this; the leader is the strongest and/or smartest man and holds all the knowledge you never had access to. The fact that you are not the leader makes it almost inevitable that you will lose the fight.

So if you lived in a small group of people and the leader commanded something to happen, the members of the group would simply **obey** to whatever the leader commanded, no matter how *un-logical*, *un-ethical* or *on-fair*.

Back in the days, fighting the leader and fleeing the group would create a **99%** death chance.

Please pay very close attention to what I´m going to say now.

We human beings are in a never ending evolvement process; we always keep adapting to our environment. But real modifications to the human body and including its brain can take many hundreds of generations.

Now please tell me; when did the industrial age start? The industrial age allowed us to be more independent from small groups.

If we do not like the laws of a country, we can simply choose to go to another. If we want to educate ourselves, we can choose from countless institutions, libraries and we now even have the internet! If you don´t like your partner? You simply go outside or on the internet and you meet up a new one within hours!

Thanks to the industrial age and all the technological developments of the

past 200 years, the death chance of when you choose to flee from your group is virtually 0%.

Let´s take the 1920´s as the start of the opportunity for an individual to "shift" from society to another one with a death chance of virtually 0%

From the 1920´s our environment drastically changed; sounds like a great opportunity for some natural evolution to kick off. But hey… How many generations did that take again?

Exactly; hundreds or even thousands! For tens of thousands of years mankind lived in small groups so our brain is **perfectly** adapted and tailored to live in small groups of people for our entire lives.

In other words, *today*, our brain, specifically the emotional part our the brain, still believes we live in small groups and that disagreeing with leaders and other key figures results into a **99% chance of death.**

Now let´s take a look at the emotional brain and see what it´s responsible for to get a true understanding of how social power works and the steps you can take to obtain it.

The emotional brain is responsible for a lot of very interesting things but the part I want to cover is that the emotional brain is responsible for "*imitation behavior*"

When a child is born, it knows how to breathe and to look with his or her eyes; children are born with a pre-programmed skillset.

All the other things a child learns in the first years of life are from his or her mother. Have you ever see a two year old rebel against his or her mother? I´ve never seen it and I doubt you ever did. The reason why they do not rebel is because young children are programmed to listen and imitate their mother and it is perfect and needs no change because can you imagine a world where babies would just rebel against their mother? What would happen to a 2 year old baby if he or she wouldn't listen to mommy?

This wouldn´t be in the best interest of the child, or would it? So at birth, the child is deeply programmed to imitate his or her mother in order to survive.

As the child grows older, it will obey to the leader of the groups, whether that´s daddy, the police, judges or even the president.

Human beings are programmed to imitate the leaders. Remember the story of when we lived in small groups? What happened to you when you didn't obey to the leader?

The brain´s main purpose is to **protect** you from death and a group leader that does not like you is the last thing a brain would want…

As long as our brain hasn't adapted to the lifestyle we live in now, exclusion of a group simply means death and the brain will do virtually **ANYTHING** to prevent you from being excluded from "the group".

This is where all the confusion starts. Take a look at your own life, in how many "groups" are you right now?

Your school? Your job? Your family? The club life? The local dance club? The church? The music school? The music scene? Your country? Your city? Your neighborhood? Your friends? Your sports club? Your political party? Your boy/ girlfriend?

In today's society, most people are active in an average of more than 10 groups and all these groups have their own rules.

So we have this deep programming to listen to the leader of the group but we are in multiple groups and they all have their own rules!

This is where stuff gets messed up.

Human beings, *especially* women are programmed to follow the leaders. I say *especially* women because there are strong men that fight with each other for who is in power; kings fight with other kings. All women and normal men are programmed to follow the leaders. You´ll hardly hear any story of a woman invading another man´s territory.

It gets even better. The biggest emotional need of any human being alive is the need to be **special**. People have the deepest need to be appreciated and to be "*more*" special then someone else.

But appreciated from who? Special according to who´s standards?

Exactly you´ve guessed it… The standards of the *leaders* and other key people in society.

This really is a double edged sword, people are not only programmed to obey to the leaders; they are also programmed to do whatever is necessary to feel special according to the standards of the leader and other key social figures.

This is some really bad news because this is the root of all deception.

The emotional brain overrules the logical brain and the emotional brain lives in the „**now**" moment. Have you ever heard the saying: emotions can change with the second?

This is what they really mean when they say it: Different group, different rules, and different emotions. Emotions revolved about someone's feeling of being *appreciated, accepted and liked*.

I´ll sketch a situation to assist you in understanding the bigger picture.

Imagine that you are a very young attractive eighteen year old woman. Your daddy is the leader at home and the cool dudes are the leaders in college and the clubs

Now in this situation, this eighteen year old girl is emotionally programmed to obey to two different kind of leaders.

We´ve already talked about why the emotional brain only can process one group at the same time. The emotional brain functions in the "now" moment. She will obey to the group that she in at the moment you call "now".

At college, all the healthy and social girls are programmed to be attracted to the most popular and attractive men. There are a couple of "leaders" that most girls feel attracted to and she´s introduced to "competition". This girl will soon notice that when she dresses in a way, she can get the attention of these men in the club. But when she goes home, she usually gets in conflict with her father about the way she behaves.

What most daddies do not understand that it isn´t a choice; their little baby is programmed to obey and imitate. When the girl is back at home, she won´t dress the same way as in the clubs because the leader of this group does not value her that way, she gets valued if she behaves like daddies little girl.

This should give you an idea why people lie and manipulate so often, they can´t help it, their emotional brain just overrules their logical brain. The emotional brain does not have "memory", it just lives in the now moment. In whatever group a person is in "now", the rules are obeyed because if he or she doesn't, he or she **feels** like he or she will simply be rejected and that will result in death.

Remember the 1 kilo gold for 1 liter of water deal? The brain is very effective in preventing death. It really does not matter how often you repeat to an individual that there are other groups and that it´s "*all going to be ok*", as long as an individual does not have full control over his or her emotional brain, he or she will always want to feel special by the standards of the leader of the groups where he or she consider him or herself to be in. As long as the human brain hasn't evolved and adapted to the society of today, it will keep believing that there is only one group.

Please understand me, I want to assist you, my only interest is to provide you with the strategies and the right mindset to succeed in whatever your dream is, this information can certainly be neglected by your point of view and you have all the right to believe in whatever you like. This is your birth right, my only goal is to give you an idea how social power works so that you can benefit from it and use it for the greater good. This information can certainly make you feel uncomfortable, but this book isn't about making you "feel good" and telling you what you want to hear. My goal is to tell you the things that you need to know so that you can start realizing your dreams and feel good in the long term.

Don´t worry, we are done, you now know enough about how the brain is programmed to minimalize the chance that you get involved "direct" and "indirect" life threating situations and how strong it is and how it affects you and everybody you know.

Now I want to introduce you to something else I've developed for you. I promise you; from now on this book will get a lot more enjoyable. We are going to start talking about ways to get you into the position so that people will bluntly do whatever you say, no matter how *un-logical, un-ethical or unfair*.

The more social power you have; the more people will do what you say because they are emotionally programmed to do so from **birth**.

SECTION 4

The Scale Of Social Power

In section three we talked about social power and that people are deeply programmed to not only obey to leaders but also to be appreciated, accepted and liked by them. But who are the "leaders" and what makes one leader more influential then another one?

The PDC Scale of Social Power

1. *Billionaires*

Billionaires and other multinational company owners have the resources, experience and knowledge to make virtually anything happen **internationally** with and without force.

2. *The president, kings and queens, their laws and their law enforcement organizations as long as they are in force.*

High placed politicians, kings and queens have access to a highly skilled and organized military and law enforcement team to enforce any desire they might have. But there is a downside of the coin; the social influence is on a **national** level, influence greatly decreases outside the borders, also the extreme level of social power disappears when the next politician is elected or when the king is replaced by another one.

The social power these people have usually exists by using "force", people listen because they no other choice.

3. *Public figures, movie stars, recording artists, inventors, writers and other individuals that profile their work* ***internationally****.*

"Famous" people do not go through an election or "take over" process to gain their social power, their power is given to them freely because they are "liked" for whatever they have done in their professional life.

The social power of a president or the king of a country is limited to the border of the country itself. But the social power of a world star does not know any borders and stars do not need law enforcement behind them for their message to be accepted by the people.

4. *Professors, doctors, bankers, lawyers, engineers, university teachers, the major and other highly educated individuals that have a notable and public role in* ***local*** *society.*

Every local society, for example a city, has its own group of individuals that is responsible for the maintenance and development of the local society. These individuals own their influence because the city cannot exist in harmony and prosperity without them executing their specific expertise.

5. *The* ***local*** *"supermodel"*

Since the beginning of time, young attractive women hold a notable social influence because socially powerful people tend to value physical attractiveness in a woman first. In contrary to men, very attractive women start very high for no other reason than their physical attractiveness while men usually gain social influence by the things and services they provide to society.

6. *The regular 9 to 5 (wo-)man*

Does this sound familiar? **This is what your parents want you to be**. This is the infamous "secure life" most parents talk about. The man and woman with a decent education who is in employment of a man or woman that stands higher in the social ladder. The 9 to 5 (wo-)man executes the plans the local notables and people above them make. The infamous 9 to 5 (wo-) man is more important than most people realize, without them society cannot function. This is why strikes **do** work. Some people like to have order and structure in their lives and are content with this role in society and should not be looked down upon.

7. *The outcast.*

The outcast is a very special kind of individual that can have many faces and deserves a lot of attention.

People usually look up to the first five classes and look down from class 6 and lower.

Social influence can be measured the easiest with your "*want to be seen with factor*". Most people see a meeting with the president as an honor, they appreciate being seen with the local supermodel and would not mind to have a couple of doctors and lawyers in their group of friends, right?

How special is it to be seen with the regular *9 to 5 (wo-)man*? Most people take *9 to 5 (wo-)men* for granted so they don't hold a significant "want to be seen with factor", or do they?

In the last section we talked about that the highest emotional need for any individual is to have the feeling that they are appreciated by the leaders of the society. If they don´t get it, they "**feel**" that they will die. So people will want to be seen with the upper five classes because that will give them the feeling that they are accepted, safe and a success themselves. The last thing the great majority of people want to be seen with is with individuals that do not follow the pack. Hardly anyone from the first six social influence classes want to be seen with the 7th outcast class for the simple fact that the outcast does not obey to the laws and unwritten rules of the leaders. If you want to be appreciated by the leader, the last thing you want to be seen with is with a couple of law breaking criminals right?

If you want to look like a "good citizen", a good **doggy** of the leader, you will exclude anything that does not follow the pack.

This is why criminals have such a hard time going back into society after "*sitting out their time*". People are so deeply programmed to be liked by the leaders and their systems that they simply are scared to lose face by being seen with an outcast, or even want to look like a "good citizen" and play own judge and harm and pick on outcasts to get approval from other pack individuals that obey to the system of the leader.

Long story short, if you are an outcast, you risk being excluded from the group in one way or another for the simple fact that you do not obey the rules and that most humans are run by their deepest emotional need to be appreciated by the writer of those rules.

But what is exactly an outcast? Everybody that expresses him or herself in a different way than the norm of the group. Outcasts usually do not want to be identified with the masses.

But hey! Isn´t that you? You want to be the star! That definitely is expressing yourself in a different way than the norm!

Any individual that makes a real jump up the social influence ladder in society is first considered to be an outcast. No other option, remember that man who said that the earth is round? Before his theory was accepted, this man was an outcast. It probably went like this:

Johnny, have you been smoking weed again? All the top scientists and physicists of the world are saying that the earth is flat, who do you think you are? You show me your drawings and math… Do you really think you can measure if the earth is flat on a piece of paper? Please stop dreaming around Johnny and focus on getting a good job to support a woman and live a nice life.

I promise you; the moment you start saying "I want to be a world star", people will look at you funny and call you a dreamer and will certainly tell you it´s impossible. I guarantee you, if you keep repeating it long enough, people will start thinking you are plain crazy and/or narcissistic.

Just as people that dress alternative, hippies, punkers and whoever else that does not confirm to the norms of the majority of the pack are considered to be outcasts.

I respect the outcast, the outcast found a way to **control** that part of their emotional brain that is responsible for "obeying the leader".

Criminals are outcasts too, they simply do not obey the law. They simply choose to ignore the will of the leader and that fact excludes them from the group, they do **not** get excluded because they are expressing un-ethical behavior. Killing is definitely an act that breaks the law and is very un-ethical. Any killer deserves punishment for his deeds and most people will be horrified when a person murders another individual. But at the same time, these same individuals will cheer to the **real** criminals that are sending out troops of soldiers to other countries to kill thousands of people for a couple of jars of oil.

So remember, whatever the leader does is accepted, no matter how un-logical, un-ethical or on-fair. Two individuals can commit the same unethical act, one is considered to be a criminal, the other a **hero**.

We are arriving at the core essence of the outcast. An outcast does not confirm to the rules of the group and/or desires and take "selfish" actions to raise their social influence. The outcast is "potentially dangerous" because he or she isn´t calculable by the forces in power and are immoral because he or she form a treat to the continuality of the stability of the group.

Wow, big words aren´t they? An outcast isn´t someone you´d want to be seen with if your greatest emotional need is being appreciated by the leaders, isn´t it? This is why I love outcasts; all an outcast really wants is to be the leader him or herself.

Do you see the link between an outcast and star? A **star** is an individual that used his *intelligence* and took *actions* to get their "their way" accepted by the leaders. When that happens, *of course*, the group will **automatically** follow.

8. *The gene disordered.*

The gene disordered are on the bottom of the totem pole and have the smallest potential to increase their social influence. The brain has a protection mechanism for survival, when you see a man bleeding; you will automatically be repelled by that because infections and bacteria's could harm the chance of your survival.

Have you ever seen a healthy woman being happily pregnant of a man with the syndrome of down? It just doesn´t happen…

If you are a gene disordered, or have some disability, please understand that I´m supposed to tell the truth. Climbing will be the most difficult for you but I guarantee, when you make it, you will be admired and respected more than any other individual because people will know where you came from and will admire your persistency and self-confidence. As long as your brain is fully functional, you are creative and you can deal with some resistance, you are good to go!

SECTION 5

The Conclusion

We´ve intensively talked about that people have a strong need to obey and to be appreciated by the leader(s) because the part of the brain that is responsible for emotions hasn't had the chance to adapt to the big and international society of today.

We talked about that the brain is deeply programmed to protect you from death and that disobeying the rules of the leaders results into a "**feeling**" of near death and that the emotional and primal part of your brain can overwrite your logical part of your brain.

We also talked about how our emotional brain "identifies" and "values" leaders by their social influence in the PDC Scale of Social Influence.

In simple English, the higher you are on the social scale, the more you will automatically "activate" people´s emotional system with nothing more than your presence.

What I haven´t told you yet is the reason why famous people have so much social influence, after all, in the scale famous individuals are just beneath presidents and kings! I am certainly not exaggerating, as a matter of fact, in certain points of views; world stars have more social influence then someone like the president. Of course, this doesn´t make logical sense, so let´s go back to the emotional brain to get an understanding. Did you notice how I used the words "international", "national" and "local" in the scale of social influence?

Let´s go back thousands of years in time to our society with 50 people.

The group leader is the absolute leader in the daily life. The group leader is the "**local**" leader. In the group, the leader has a lot of social influence. But if this group leader would walk to another group, he would find another power structure with different leaders. The group leader´s social influence does not extend outside of his territory!

Now imagine the following situation; every group in the whole country would have access to the top100 music charts of most popular entertainers.

You are kind of feeling where I´m going, right?

In this situation, the inhabitants of the small group of 50 people would have access to the images and voices of the people that are accepted in **all** groups!

A world famous pop star could literally walk in almost any town on the whole world and he would always find lots people that admire his or her work and accept him or her.

The local group leader can´t do that, he´s a big fish in a small pond!

So survival-technical, being accepted by someone who is accepted in many groups is more beneficial to survival then being accepted by someone who is accepted in only one group. So the emotional respond to an international world star is greater than to a national leader. A national leader's influence extends to the border and the individual that is accepted in many groups and finds a way to express his work without border has social influence in all groups.

It really does not stop here; the group leader usually is the smartest and/ or strongest. So his power is usually by **force**. The "international" famous individual does not express his influence by using force at all, individuals accept the recording artist, the movie star, the writer and so on by absolute **free will**. A famous individual does not express his social influence by law and his social influence extends without borders and without an election.

Let´s go back to today's world; you now have an understanding why people respond so strongly to famous individual. But there is more! Some people are into politics, some people like Italian food, but **everybody** is into music. Music is the only product on the planet that **everybody** is into.

I guarantee you; you will not find one individual on this planet that will say that he has no preference for music.

When people get involved with a recording artist, people usually enjoy themselves. But when people get involved with a doctor or a lawyer people usually do not experience that as a pleasurable experience. So when people are involved with famous individuals, they usually have a great time!

Do you remember the top 10 reasons why you should chase your dreams? If not? Go back and please read them, but now with all this new knowledge in the back of your head.

Are you back? Do you now believe that it can all happen to you when you succeed in the entertainment industry?

Remember that I said that you will always be right when you are famous? We´ll it was not the full truth, of course the people that have more social influence can overwrite your words, but the amount of people who can will drastically decrease as you can see on the social scale in section four.

If you would be in a discussion with a 9 to 5 kind of (wo-)man, people will automatically choose your side. Now you know why, right?

I also said that you will get a lot of stuff for free; this is the absolute and full truth. If you hold social influence, people will look up to you and want to be seen with you. So if a company wants a successful product, all it needs to do is give their products away to the leaders of the tribe and the masses will follow. We now know why, right?

You will be paid to perform if you succeed in your journey. The owner of the event will be proud that you visited "his" event, he will brag about how he knows you and all the other stars to his friends and he will feel "accepted by the leaders".

Your ambitions and desires can bring you the dream of your life, all the things we´ve talked about now can become a reality to anyone who decides to take the step necessary to succeed in the entertainment industry, anyone, including you! Let´s start making it happen!

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CHAPTER III

Stress

CHAPTER IV

The Art Of Conversing

CHAPTER V

Attracting Success

SECTION 1

Magnetism

Like attracts like; look around you. The rich and beautiful get married. Have you ever seen a superstar going with a homeless person? If you´d be famous, would you want to go with a depressed 9 to 5 kind of person or would you rather go with the other successful people you see in your environment that throw themselves upon to you?

It´s all an energy game, look, if you would have 1 billion dollars on your bank account and someone would disrespect you; would you give a damn?

Probably not, probably you´ll start seeing that the poor individual reflects his financial frustrations and insecurities upon you and would start feeling bad for the poor fellow, wouldn´t you? If you had 1 billion dollars on your bank account you are simply too busy too "hate" back; you´d be too busy enjoying yourself throwing a party on your exclusive private boat on some tropical island.

This is what it´s all about; you are having a great time and feeling superb. With 1 billion euro´s you would **feel** like a major success. If you have a lot of problems; you usually do not **feel** like a major success. So there are people that feel great about themselves and there are people that don´t feel so great about themselves.

An extremely beautiful woman might be "poor" but she still feels great about herself because she knows she´s´ the bomb. This is why extremely beautiful women match up greatly with extremely rich men. This *feeling about yourself* is the energy you send out. Just like radio waves; you cannot see them. But energy can be felt. Hang around someone who´s depressed for a couple of hours and you´ll know what I´m talking about. Or visit your favorite concert and get the goose bumps in the crowd when you hear your favorite song.

It isn´t about the money or the beauty; it´s about the **energy**.

SECTION 2

Broadcasting Energy

In every interaction with other people you either express yourself in a **negative** or a **positive** way. Like attracts like; it works like a charm, if you express yourself in a negative way you will attract negative expressions from others right back to you. It´s really that simple; the more you express energy in a positive way the more you will attract people that express their energy in a positive way.

Depressed and negative people aren't known for their ability to get what they want, otherwise they wouldn't be depressed or negative in the first place, right? Successful people on the other hand usually have a very positive attitude, are very motivated and do often get whatever they want with ease, right?

So there exists a direct link between positive energy and success, *especially* in personal relationships.

If you express yourself negatively to someone who is successful and positive, you are draining this person's energy away; you´re slowing him or her down, you´re not being an asset or an enrichment to the life of a positive and successful person.

Negative people simply do not resonate with positive people and this count for the other way around too.

Be what you try to attract instead of trying to seek a magic pill. You cannot attract a successful network of people if you only express yourself in a negative way.

Expressing yourself in a negative way:

Any form of force, fighting, anger, discussion, losing temper, being rude, criticizing, hating, stalking, threatening, talking someone down, being depressed, blaming others for your problems, cheating, lying, manipulating, stealing, killing, fear, intentionally hurting others, substance abuse, closed body language, insecurities, racism, sarcasm, cursing, overeating, co-dependency, screaming, selfishness, frowning, victim behavior, being obsessed by wanting to be liked by everybody, perfectionism, trying to get in the attention continuously and being obsessed over money and last but not least complaining.

Expressing yourself in a positive way:

Smiling, giving, helping, forgiving, caring, listening, friendliness, gratefulness, tolerance, happiness, understanding, complimenting, accepting, appreciating, truthfulness, selflessness, self-confidence, solving problems, enjoying, entertaining, humor, humbleness, experiencing, learning, unconditional love and constructive habits.

SECTION 3

Negativity Dominates Society

It seems so logical; it seems so simple, if everybody would just starts expressing themselves in a positive way: The world would be full of happiness. It sounds so profoundly simple but it isn´t happening. Why do people talk you down? You are probably familiar with it yourself how other individuals talk you down so let´s go into this for a moment to get a deeper understanding of why people talk you down and how you can learn how to deal with people that express themselves in a negative way, and trust me, you´ll have to deal with them sooner or later; the great majority of people expresses him or herself in a negative way so it won't be a unnecessary luxury to talk about this, right?

Do you remember how we talked about ancient societies of 50 people and the emotional brain? In the age before the internet, the airplane and the car people used to communicate with each other by stepping on their horses and going out of town. The emotional brain still works like that; it hasn't kept up with the development of the last centuries.

In a small society; you need to hold people back to maintain your own power.

If you would lose your power in a small society; your genes would simply die because it wasn´t absolutely necessary for the rest to take care of you. In those times; resources where available at extremely small quantities.

If you lost power and influence in a small society; you´d simply die.
And this is when the emotional brain gets activated to keep you in power by talking others down or some other kind of manipulation to keep yourself in some form of importance. In today's world; if you want power it´s in your best interest to help as much people as possible but the emotional part of the brain didn't adapt to the latest social developments yet.

This is why today, people, by the masses manipulate and talk down on each other for as little as no real profitable reason more than just a form of self-expression to maintain their own ***internal*** emotional sense of power.

It feels so natural and good because the emotional brain signals to someone who talks another person down that they took the right action to prevent death and preventing death is the **main task** of the brain; it rewards you by making you feel good

SECTION 4

Delusion Of Importance

The more light that shines upon you; the more people that can see you. The more radars you appear on, the more "haters" you will have. It's as simple as that. The amount of success you have is directly linked to the amount of negative expressions you will encounter and there is nothing you can do about it.

When you grow up in a small town; you could have ten haters on your school. When you are ranked number one on the international hit records charts; you might as well have two million haters spread all across the globe.

It purely is a percentage; some people will like you, and some people will not. No matter what you do. The difference with experiencing above average success is that more people receive the "signals" you transmit into society and by that logically increasing the number of potential haters.

Haters are emotionally driven people that express their energy in a negative way by expressing their discomfort and frustration by criticism, talking down or disrespecting the people that are currently in the light they feel they themselves deserve to be in.

When I enter a group and take the most attractive female out of that group and I leave that group again; then the people from this particular group will then start to hate me. Let me explain it on a logical and an emotional level.

Logically; the group does not "own" that female, the female has a free will. I am a very decent and kind man, before I took the women these people actually liked me, so there was no logical reason to "hate" me.

So let's seek the solution in society's history; do not forget that this still is the brain our emotions run on, there isn't more than one group at the same time in this brain.

Emotionally; there are certain preset power roles in the group the girl was in. One or a couple of men led the group and the most attractive women flock to these leaders. When I take the most physically valuable woman out of that group, I take away the pack leader´s access to the (potential) most survival beneficial reproduction partner. Not only did I reduce the pack leader's gene survival rate; I also took over his pack leader role **directly.**

Women **always** choose who the leader is by feeling attraction towards him**.**

Of course; the old leader is going to be frustrated and he'll want to get his territory and power back by using force like discussion or violence and it doesn´t stop here; in the group, the social structure was very clear and stable, since I took over that role by taking the highest rank woman, the other members of the tribe aren't sure if they would maintain their own power in the group with me on top of it.

A situation like that back in the old days simply meant possible death, so some people stick to the old leaders out of fear while others immediately accept me.

The people that chose to stick to the old leaders will mirror the behavior of "their" pack leader. This mirroring behavior is always present when people like someone.

So in the end; I have the girl, some people from the tribe accept me, the old pack leader(s) hate me and their followers mirror their behavior.

The people in the tribe understand their emotions as good as a smoker understand why he or she keeps smoking when he logically knows it is not in his best interest.

No matter how often I would tell that old pack leader that I'm a nice guy and that the girl chose me out of free will and that I'm good to her; he won't be able to listen to it because it isn't about the woman, it's about the fact I took away his internal sense of **power.**

This phenomenon occurs at women too! When you are an above average attractive women going into a nightclub; the other less attractive women will hate you because you "**stole**" "their" attention. Your appearance reduces their own power at the men. Thousands of years ago this meant that the pack leaders (the most attractive males of the group) would give you and his baby

the scarce food first, then he would eat himself and the *leftovers* would be for the **other** women. No woman wants to **feel** like a leftover kind of woman

So no matter what you do; you will always be hated by someone!

You aren't doing something wrong; it isn't about your personality or your actions. It´s simply the fact that others feel a loss of power in your presence. Even people with the best intentions get hated or even killed. Martin Luther King. Gandhi, Jesus Christ, do I need to go on?

If you want the power or not; you still have it. The moment you have haters; you have some form of power. The more power, no matter in what form; the more haters you will have. Haters perceive you as above them and they are in denial; they do not want to accept it, you *stole* their status if you want it or not.

There really is nothing you can do about it because it isn´t about you at all. It´s about the **delusion** that is going on in the hater´s mind.

Having haters equals having power; you should not perceive having haters as a bad thing. Having no haters is a bad thing. Nobody will want to fight a one armed man, nobody tries to steal from a beggar and nobody tries to rape an old grandma with one leg.

If they ignored you; you have **no** power.

No matter how good your message is meant, no matter how right you are, no matter how much people you help; there is always someone going to lose a sense of power because of it.

SECTION 5

Ignoring Negative-Self Expression

When your friends, partner and/ or family holds you back and talk you down; please don't bother to take it personal. It is graved deep into the human nature to talk someone down. They simply can´t even help it! Only the strongest and most intelligent human beings can resist the primal, animal-like urge to talk others down so you will have to endure a lot of criticism!

The people that critique you do not know your goals and your plans to achieve them; they do not know what makes you happy so their opinion won't help you in any way so you rather might as well just reject them **completely**. In the end only you are held responsible for you actions, so why not as well make them yourself?

If your goal conflicts with "morals" of the people around you; neglect those morals as well. A moral in your group could be to not want to be more then another person; please neglect any moral that holds you back.

Morals are there to protect the general people from hazardous individuals; the more power you have, the less predictable and controllable you are by the others around you and your local government.

Imagine the following situation; someone would get really powerful and would use force to get what he wants. This man would be a potential treat to others people's interests.

Morals are there to **prevent you from getting power so that you are not able to inflict great damage on a group's current standard**, and by reading this book I guess your main goal is to get power so neglect limiting morals just as criticism. If you believe that you can't be more then another human being and you want to help others; it won't work because the more money you have the more you can give away. The more power you have; the

more you can do with it to **change** things. If you want to make a change; you need power and that is impossible to do when you value morality.

As a creator, a leader, you need to manipulate and do immoral things to learn, fall, and stand up and excel to obtain the skills necessary to make a real change.

Most people hide behind moral smoke screens; do not get tricked in believing in it, **people do violate all their values to meet their needs.**

In the time when Adolf Hitler was in charge in Germany, people accepted him. German citizen where given the option: you accept and you live or you rebel and you might die. At that time, the people of Germany´s main need was to keep living, and in that time they closed their moral eyes when the Jews got "disposed".

At the time I'm writing this book, there is no war, there is no big conflict, so now it's **easy** to hide behind morals. They have no significant value; if someone would try to kill you, would you accept it? I bet you wouldn't and try to defend yourself and kill the person who is attacking you. But killing is immoral!

I bet you would eat your best friends flesh if you had no food for 2 weeks and he would do the same thing to you. This is natural; some people call this survival of the fittest so do yourself a favor and please do not get distracted by society's morals as well as criticism.

All the things you have in your life, your car, your computer, the airplane you go on holidays with; it is there because someone else invented it.

The people that invented things **all** ignored criticism and morals.

If the creator of the wheel would have listened to criticism; the wheel would not have been here and life would have been different. Imagine being in a world without a wheel and everything is carried by hand and you are a little boy with a dream. You tell your dream to others that you believe there is a more effective way to move objects.

In that situation, you might have gotten the following criticism:

You're always trying to find quick fixes in life, you're lazy! Grow up and be a man, get a good job and find a good woman and just carry your stuff!

Or maybe something like this:

Who needs a round piece of wood, we need the wood to make more profitable furniture you silly boy.

If the man that invented the wheel would have listened to criticism and morals; **you** would not have been reading this book, you would not have met your partner, and you would not have a car, no mobile phone, no internet, **nothing**.

All the things you enjoy in your life are created by people that ignored criticism and neglected morals; so allow other people to enjoy your inventions and creations and **ignore** criticism and morals.

SECTION 6

The Truth About Haters

When you´re going to experience your first success in the music industry, which you absolutely will, you will certainly get introduced to the people that are known as haters. They group up by the masses on the internet and sometimes even travel along with you to your live performances but never be intimidated by them, even not if they appear to be in great numbers. Haters form absolutely no treat to you.

If haters would do something to really harm you; they would take an out of the box action. Taking out of the box actions requires the abilities to act emotionally stable in uncertainty for an extended period of time until the change is made.

As we talked about before; haters are deluded people that feel they should be on the spot you´re standing on and they express their energy in a negative way. If they would be able to express their energy in a constructive and positive way they would be successful themselves but something prevents them.

They fear **change**. They fear to be **judged** by others. They fear that if they take actions that they will experience even more loss of power.

In the head of a hater he might want to inflict harm to you or even want to kill you, *seriously*, but before he gets so far that he can do this he needs to stop fearing that he will be judged by society.

The emotional brain acts in your best interest, when you are in your living room behind your pc screen; there is no need for your emotional brain to "guard" your logical thinking brain because a computer screen isn´t recognized as a **threat**. But when you are in the supermarket amongst other people, your emotional brain is in charge. This explains why on the internet virtually **everybody** has his mouth wide open and when you walk around in

the supermarket; everybody looks down to the ground when you pass by them.

The exact same mechanism is also responsible for why one group of girls wears clothing that show of their body and another group of girls cover their body. They just do what their emotional brain believes is best for their group related interests. And this force is strong, believe me this force is **strong**.

The emotional brain is a force that rules most humans, the people driven by their primal emotions will stay calm and nicely and do everything what they believe is in their best social interest due fear of judgment, no matter how crazy.

If the pack leader says that nudity is the norm, nudity simply **is**.

This shows the power of Hollywood and the clothing industry. Put pack leaders like models and celebrities in something and the people will just follow. When the ugliest man dates the most attractive female Hollywood star, this man is the hottest thing on the planet, no matter how ugly.

A hater fears judgment and this fear is way stronger than the hate he feels for you, he does not take actions that could harm you. If a hater would take actions he wouldn't be a hater anymore!

He would go from negative and frustrated to positive and happy by the results he would experience from taking actions.

Haters are like ants, they team up by the masses and they can only hurt you when you stand on their territory. As long as you stay away out of the hater's territory they are really harmless.

Territory of a hater:

- Basement
- Bedroom
- Internet forum

It isn't likely that you will ever be inside of the house of a hater; it is more likely that you will find masses of haters on the internet. These haters have no other weapons then screaming. Screaming by the masses; screams only hurt you when you allow it to. All they do is send their negative self-expressions towards you.

You have the choice to value it or ignore it like an insect that flies by once in a while.

This is a no-brainer, but if you go to a forest and look for the ants you´re going to see millions of them. And if you´re going to try to fight them all; you´ll be having a serious task waiting for you.

But as no-brainer as it might sound; the great majority of the recording artists are affected and even respond to the haters.

I want you to be happy and not busy with haters so it´s time to get to the real business now.

SECTION 7

Waking Up

You do not object if you do not want to own

When you walk into the only shop that is open and want to buy a computer and you really need the computer today; your life depends on it. You walk into the store and you ask the owner of the shop how much the computer costs and the owner would use his monopoly and offer you a ridiculous high price.

Now, if you did not need a computer; you would simply walk away.

Only if you would really need the computer you would try to discuss a price or even steal it; it all depends on your character and how badly you need and want it.

Haters work the same way. The hater simply does not agree on the value you represent in society. The hater might support another aspiring group leader or has ambitions/ dreams to be it himself.

The hater says nothing more than **no** to you and or your product.

You could make the hater happy by giving him what he wants, and that would be; you taking distance from the power you hold within society or adding more value to the hater's life by giving the hater all the power he believes he deserves. To me this sounds like a major investment to make a hater like you, it is not impossible but is it worth it?

The mindset of the average hater:

I want what you have and I just want it because I feel it belongs to me and I want it now.

How mature and intelligent is a mindset like this? Haters fear judgment and hardly take out of the box actions, so could a hater bring anything of interest to your life? Could a hater bring you closer to your goals?

Sounds like a pretty bad deal to me; trying to make haters like you. A massive investment and no real payback.

People that express themselves negatively to you and haters are valueless to you because their main goal is to keep you **under** them. That´s all it is! You don´t even get something of value back for it!

There is only one thing you can do to please a hater or someone who expresses himself negatively and that is to be a slave, an obedient of the interest of the person; anything else is not sufficient to please a hater.

There are so many haters and people that express themselves negatively; you will **always** fail to please all of them at the same time.

Why listening to people that say **no** to you, that don´t **respect** you and want to **control** you without giving you **anything** of value back for it?

SECTION 8

Yes

People that express themselves negatively to you are emotionally driven people that say no to your position in a particular group to protect their own interests. Why don´t you completely stop interacting with people that express their selves in a negative way to you and only interact with people that express themselves in a ***positive*** way to you?

As it´s a fact that there are always going to be people that dislike you; there are also always going to be people that like you

People that express themselves in a positive way spend their energy on **giving** instead of **wanting**, **loving** instead of **hating** and **truthfulness** instead of **manipulation**.

Sound like a fabulous deal doesn´t it! There are only two little bridges we need to cross.

1. You need to find them
2. You need to resonate with them

Finding people that express themselves in a negative way is really easy; there are unhappy people everywhere and there are depressed people everywhere. People that express themselves in a negative way are usually extremely dependent of attentions so they will appear virtually everywhere right in your face. If you, like most people, spend most of your time at school, work, the nightclub and the internet you will not encounter much people that express themselves in a positive way.

People that express themselves in a positive way usually do not fear judgment and opinions as much as the people that express themselves in a negative way so they take actions, ***a lot of actions***.

These actions make them **disappear** from your everyday environment. Take a look at the profession you want to do yourself; when you succeed you will see it for yourself how you´ll start traveling.

You won't be hanging in the local club, you´ll be going to private VIP parties on the weekends you´re not performing on stage.

Another great example is a model; as a successful model you travel around the world and are hanging around all kinds of very successful business people. Models do not hang around the local village club they used to hang out in high school, why should they? Would you go to a local club if you could hang around all kinds of very interesting business people and other celebrities?

If you have some sort of success you do not go and party in the local disco; you´ll fly yourself to Ibiza or St Tropez, Cannes or even directly into Hollywood.

Really successful people usually do not buy a house in town; they live in the hotspots of the world to be around other likewise people.

If all you´re doing is trying to make friends at the local sports club, nightclub and school/work; you´re not going to be very successful in finding people that express themselves in positive ways, unless you´re living in an exclusive neighborhood of course.

I´m sorry to just say it so bluntly but I´m trying to make a serious point. If you want to be treated right; stop hanging around caves between cave men and woman and start visiting some castles where the kings and queens hang out.

The moment you start taking real actions to get a better future you automatically increase your chances to meet more people that express themselves positively. We talked about fitness before; when you´re doing your exercises you´ll meet other people that take care of their health. The moment you start taking care of your health you already are showing some form of mature character.

The moment you experience your first success in the music industry you will appear in places with people that express themselves positively automatically.

Only these two actions will already introduce you to a lot of interesting people but if you have another passion or hobby you´d like to do for example learning an instrument, joining art classes, learning a self-defense martial art

or anything else you really want to do; the moment you start doing it you will meet people that share your interests and you automatically have a better connection with the people that take actions, just like you.

We now know how to find people that express themselves in a more positive way but there is another serious obstacle. Let´s take a look at the list of positive self-expressions again.

Expressing yourself in a positive way:

Smiling, giving, helping, forgiving, caring, listening, friendliness, gratefulness, tolerance, happiness, understanding, complimenting, accepting, appreciating, truthfulness, selflessness, self-confidence, solving problems, enjoying, entertaining, humor, humbleness, experiencing, learning, unconditional love and constructive habits.

If you want to resonate, in other words, connect with people that express themselves in a positive way, you need to express yourself in a positive way too.

It´s really that simple; when you express yourself negatively, you simply will never ever resonate with positive successful people. Let´s take a look at the list of negative self-expressions again.

Expressing yourself in a negative way:

Any form of force, fighting, anger, discussion, losing temper, being rude, criticizing, hating, stalking, threatening, talking someone down, being depressed, blaming others for your problems, cheating, lying, manipulating, stealing, killing, fear, intentionally hurting others, substance abuse, closed body language, insecurities, racism, sarcasm, cursing, overeating, co-dependency, screaming, selfishness, frowning, victim behavior, being obsessed by wanting to be liked by everybody, perfectionism, trying to get in the attention continuously and being obsessed over money and last but not least complaining.

The more you express yourself in a negative way, the more negativity will be attracted towards you. The more you express yourself in a positive way, the more positivity will be attracted to you.

There are many books about the law of attraction and most people interpret what these books suggest insufficient or incorrectly and experience no success at all.

If you read the list of positive self-expressions you´ll start seeing actions like smiling. Yes, you can smile all day and it will certainly make a change but if you have no self-confidence it won´t make major changes. The list also proscribes to give; but if you give a woman flowers because you want to be accepted by her you might be taking a positive action but your intention still is negative. If you had **self-confidence** you would not need any acceptance from anyone else then yourself because you would be convinced by your own qualities and not feel the need to "buy" gifts to "overdo" your niceness.

If you are the kind of person that buys flowers for your mom, the teacher of your kids, the baby-sitter, and virtually everybody else and if you then would buy flowers for a woman just because you like to give away flowers; then the intention of giving is positive.

Another expression of positivity is helping; if you had a really big amount of self-confidence, you would try to make helping your profession by starting your own business by making solutions for other people´s problems. If you are self-confident but you do not have the required education to do this, you´d find a way to educate yourself and get it started, you would believe in yourself that you could do whatever you wished.

So without loving yourself, without believing in yourself, without self-respect; all your actions might be positive self-expressions but the intentions still remain negative and no real success will occur.

There is no shortcut, please understand, people with self confidence that express themselves in a positive way usually are very successful in the areas of their interest. Whether it´s sport, music or even business, if you go to the places where all these successful positive people hang out you need to have something interesting to offer.

Things that people find interesting to obtain

Health, food, money and materialism, life after life, sexual gratification, the well-being of children and getting a feeling of importance.

In this book we´re talking about music industry success; the moment you succeed; being seen with you will give people a feeling of importance. People love to hang around stars; even the kings and queens and presidents invite their favorite musicians to entertain themselves and get a feeling of importance. And by being famous you´re of course materialistically and sexually a lot more interesting for the other gender.

So when you have the self-confidence to take all the actions required to succeed. And you express yourself purely in a positive way along the road, you automatically will be surrounded by people that express themselves in a positive way, who have something to offer to you and who are interested in making contact with you and your life **will** extremely pleasurable.

SECTION 9

Insecurities

Insecurities are a negative self-expression. Do you remember anyone unknown to you who you´ve met in the supermarket the last day? I bet you can´t recall ten of them, probably not even one. But reality is; most of them have a lot of insecurities. They think they are too long, short, nose is too big, that they are too poor, too ugly or whatever they might think about themselves and they take it really serious.

One girl you´ve passed by might have thought; the pickle on my forehead makes me look so ugly, everybody will be laughing at me.

But you can´t even remember her…

Insecurities are a product of the ego. *The world is revolving around me* kind of mindset is a negative self-expression.

If you have any insecurities; instead of talking yourself down why don´t you ask yourself the question: How can I do something that fixes this problem?

If you have mashed up teeth? Go fix them! If you´re fat? Hit the gym! If you´re poor? Start your business and take this book serious!

Don't talk yourself down but just ask yourself *what can I do to fix this problem* and if you have some insecurity that you cannot fix like your height, ***just get over it***. There is nothing you can do about it so you might as well completely stop spending your energy on worrying about it.

You will never ever be liked by **all** men or women. Even the most attractive sex symbols get turned down frequently. Everybody is different, everybody has his or her own taste and there is always somebody that is going to think you are perfect.

SECTION 10

Being Chosen

I really mean it; everybody is different and no matter how successful, attractive, rich and powerful you will be, there always are going to be people that simply will not like you and will never like you and that really is no problem at all!

Only make contact with the people that like what you have to offer! Only make contact with people that like you!

Don´t try to convince others to like you; we learned that it´s useless and you´re going to need to invest a lot of time into something that never really pays back.

You should know by now you´ll never ever be able to influence someone else his real opinion. You might think if you´re going to be rich you´ll be able to get that chick you always wanted but you know if she´s going to bite that it only be temporarily because of what you have to offer.

Don´t try to convince record labels to sign you; you´ll always get a bad deal. Don´t try to convince someone to hire you; you´ll always get the lowest contract.

Please let go of any form of force (negativity) and just accept what destiny gives you. If you´re not happy with what destiny gave you right now; go express yourself more positive to increase your access to people so that you have more choice instead of trying to bargain, beg, discuss or force.

Just look for people that have chosen you. If people like you, they will start talking to you! Sometimes even as simple as asking for a fire to light a cigarette. Eye contact is another choosing signal, people always look at the things they find interesting. People will look at you for a couple of seconds, that's a moment to say hi! Look for body language! When you´re in a

conversation with someone and you see the person portray closed body language just go and talk to someone else that portrays open body language! If you´re in a conversation with someone and he or she doesn´t say much to you; just talk to someone who likes talking to you and responds to you a lot. If you are talking to someone who says things you don´t like; just go talk to people that have the same interests as you!

Get rid of your negative friends and family, stop reading the news. You do not have to read the negative comments under your music videos! Surround yourself with positive influences, positive people, positive books and positive communities and other stimulating assets to your life.

If your partner isn´t doing what you want? Just get a new one and stop discussing and fighting.

Just make your life a pleasure by finding the people that chose and like you and share your same ways and every day will be even more enjoyable then the day before.

If you ever feel the urge to express yourself in a negative way, if you feel that you´re getting angry; tell yourself that you´re angry. Ask yourself what exactly makes you angry and accept that you´re angry. Ask yourself the question: How can I solve this situation instead of responding with my emotions.

Never ever lose your temper, always be diplomatic. Being rude shows insecurity and the best way to reject someone's behavior is by absence; turning away, ignoring or simply not replying. If a person can't talk with you on a normal tone, there should be nothing to be talked about. Never get lured into an argument.

The better you control your negative self-expressions, the more enjoyable your life will be.

CHAPTER VI

Entering The Music Industry

SECTION 1

Getting started

If you are the type of person who's skipped through the first five chapters of this book because you want to succeed as fast as possible by directly learning the "tricks"; go ahead feel free to start at this chapter, you'll soon figure out that there are no tricks.

If you are the type of person who did not skip through the first five chapters? I greatly respect you for coming this far!

Statistically; a serious percentage of people will start reading at this chapter so take a moment to feel good about yourself because your excellent attitude gives you a great advantage over the readers that skipped through the first chapters.

Please take a white empty sheet of paper and a pencil and write down what you want to realize. Do not write down what you believe you can become, really just write down what you dream to become.

The first time I was giving an interview on national television, I told my manager Jeroen Flamman that I'd never get even further than this: National television! Can you believe it? Is what I asked him afterwards. He started laughing a bit and said; Patrick, what looks like your ceiling today will look like your basement tomorrow.

And he was right; a couple of months after he told me that, we experienced being on national TV so often that we couldn't take it anymore because we were doing the same thing over and over again!

Ceiling after ceiling broke like it was nothing so please always remember Jeroen's words; *what seems to be your ceiling today will be your basement tomorrow.*

I know it's hard to imagine having a number one hit when you never even released a song and that's why I simply ask you to visit the world of your dreams for a moment and write down what you find there.

Would you want to be a solo artist? Or do you prefer to be in a group? Would you want to lead that group or would you just want to play an instrument in the background? What style would you like to perform? What country would you like to succeed in? Would you like to dance in your own music videos?

Please take the time and be as specific as possible and write down the absolute career of your dreams without **any** limitations.

You will need to know exactly what you want to go through the rest of this chapter.

SECTION 2

What Can I Do To …

Now we have the list of your dreams and we're going to make it happen!

Take a look at your list and one by one you take a look at the things you've written down and ask yourself: how can I turn this dream into a reality?

It works really simple: If one of your dreams was being the most physically attractive individual that everybody admires you simply take a new piece of paper and write on top of it:

I need a gym membership. I need to eat healthier and taking care of the PH value of my blood. I need to go to the dentist and get my teeth fixed. I need to visit a doctor to get my skin treated to get rid of my acne.

I would not advise you to take the easy way out with breast implants, liposuctions, Botox, pills, the magic ab training machines you see on TV and other solutions that belong in this category.

Please realize, the moment you start seeking for shortcuts or tricks you are doing the exact thing that **normal** people do; normal people don't look up to each other, they look up to stars. If you want people to look up to you, you need to give them a reason to.

For every single dream there is a path to realize it and we'll talk about how you can realize the musical career you've just written down in the next section.

SECTION 3

Music Business

If talent was all you needed to be successful in the music industry, you didn't feel the need to read this book and simply everybody would be a star. I truly believe every person has at least one talent but reality shows us that not everybody realizes it or can make full use of it.

The music industry is ***business***. Businesses are led by ***bosses*** and that boss is ***you***.

You have the desire to be famous so it's not just your responsibility to compose and lead your team; you're also responsible for developing and broadcasting your product.

You cannot expect anyone else to do the hard and difficult work for you so let's take a look at what it takes to transform you from a talented singer or musician into a hit scoring recording artist.

Team

- Band member(s) & Instrument(s)
- Singer(s)
- Producer / Audio Engineer
- Composer
- Song Writer
- Graphic Designer
- Web Designer
- Photographer
- Recording Studio
- Mastering Engineer
- Stylist

- Manager

Product Development

- Recording Artist Name
- Songs
- Music Videos
- Live show
- Artist Website
- Biography

Product Broadcasting

- Record Deal
- Driver
- Marketing skills
- Plugger(s) / Network of Industry friends.
- Booking Agency

Yes, it might look overwhelming at first sight but we're going to do this together. Let's start off by talking about building our dream team for success.

SECTION 4

Building Your Dream Team

Band Members / Singers

You can find interesting people that sing or play an instrument in almost every town. Visit local bars, outdoor events and festivals and you'll see who's playing on the small stages.

If you can't find anyone who is still available around there, question around a little bit if the people might know someone who still is. Music schools are also a great place to find people that play instruments.

You can find singers in the local karaoke bar; ask the bar tender if he or she might know someone who's a talented singer. Visit singing classes; you'll find plenty of them there!

Communities on the internet are also a great place to contact potential band members and singers; try out the places where people without a record deal talk with each other and upload their demos.

If you want to be a DJ and need other DJ´s to team up with; you can find them in your local club and on the internet. Check out local radio stations and just ask a Radio DJ if he knows someone who might be interested in what you have to offer.

If you're looking for dancers you'll do a great job by visiting the local dance studios and their public events. Every town organizes its own events and the local dance studio always performs there and that's a great opportunity to find great dancers. You can also check out if there is a local organization for professional dancers and see if you can get a couple to jump on your ship.

If you can't find one in your town; move to the next one or ask yourself, or someone else, where else you can look for band members.

If you succeed in finding an interesting and potential new band member or singer for your team it is your first task as a leader of your organization to make your potential team member like and accept you.

Of course you've dressed accordingly to the environment like how we talked in the art of conversing.

You start off by praising your potential new team member's talent. You smile and tell the person that you loved the person's performance or the demo you've heard.

You make a person like you by taking a real interest in the person; we also talked about that before in the art of conversing.

Start a music related conversation by asking questions like

- Since when do you play/sing?
- What kind of style do you like playing/ singing the most?
- How often do you practice to get that good?

Focus on listening to the person and allowing the person to talk to make the person feel good and collaborate on the answers the person gives you by asking new questions that relate to the persons answer.

If you're a couple of minutes in a great conversation, you like what you are hearing and the person is portraying open body language; you advance by asking a question like:

- With your talent, don't you dream about standing on the stages?

If the person is open for an exciting new journey; the person will respond to you in a positive way and this is when you start talking about yourself.

In order for this person to believe in what you have to offer, you need to believe in yourself. Avoid saying I want, I think, I might or anything else that portrays any insecurity.

You tell the person what you are doing; you are making a professional group to rock the music industry and you're getting inspiration by looking at talented people while they are performing.

You start talking about the fact that you're working on arranging a professional recording studio and that you are networking with people from within the music industry.

And then you simply ask for advice!

- You seem like you have potential, if you'd try to score a number one hit, how would you do it?

You allow the person to fully answer and no matter how *stupid* the response might be, you **respect** it. After the person fully answered, you reply that you like what the person is saying and ask if he or she would be interested in meeting you later this week to talk about some music industry plans you two could work out.

On the second meeting you introduce your idea of him or her joining the team with the instrument he or she plays or the other talents this person possesses. Make sure you master Chapter IV and V before you go into the 2nd meeting.

If you sing yourself; make sure you always improve yourself by continually improving your voice. Singing classes are a **must**. This also counts for if you are playing an instrument, keep improving your skills.

Composer / songwriter

If you can't write lyrics for your song; you need to find band members who can. If the necessity and desire is there; take the steps you need to develop your song writing skills.

When you are writing your songs; always keep in consideration that your (future) fans will identify themselves in the message of your lyrics.

If you're going to write songs about feeling hurt in love, you're not going to resonate with happy couples. If you write about thug street love; you won't be resonating with mature and higher class individuals.

If you go for **mainstream success**, think in terms like:

What could the average 17 year old boy or girl be going through in his/her life right now?

Take a listen to pop music of the moment to learn how song writers write songs that resonate with most of the mass market.

If you can't write lyrics and you can't find band members who can; any skill can be learned. Ask around in the same (karaoke-) bars, singing classes or even try to find someone on the internet that is willing to teach you the art of songwriting.

If you can't compose; it shouldn't be a problem in most situations because at least one of the new band members you're going to get on your team is going to be able to. If this isn't the case; you need to rely on a producer/ audio engineer to provide you and your band members with compositions.

Producer / Audio Engineer

Finding band members, singers, songwriters and dancers is relatively easy compared to finding a good producer or audio engineer.

But if you find do find a one good one; you're ready to rock.

When you search for a producer you do not have to base your decision on charisma or the ability to rock an audience on stage; a producer or audio engineer just needs to be able to produce music and assist you on translating your musical talents and wishes onto a digital recording.

Every nightclub is jam packed with DJ´s. The great thing about it is that DJ´s produce their own music or have a person that produces the music for them or at least know someone who does.

If you cannot find one in a nightclub; you really actively need to start asking around or visit the internet. Finding a producer can be really hard so do not let the search bring you down. If you have to; ask every DJ you can find on the internet within 25 miles around you where you could find a producer that can produce in your style. If you have difficulties finding DJ´s on the net; search for *DJ Pools*. Also try music-technical communities on the internet: Producers often team up there and talk about their latest development and equipment.

For most producers; producing a song will not take more than two working days and they work for several recording artists at the same time.

If you remember Chapter IV and V you won't have any difficulties offering something interesting to a producer because they work for a lot of people at the same time and are not dependent of one successful outcome.

Producers are usually the types who want to stand on the stage themselves but feel that they do not have it what it takes. So you have three main things to offer a producer; *ego strokes*, *appreciation* and *attention*.

Producers usually take a percentage of the royalties of the recording.

Make sure if you write any contract what so ever, that it is only for the audio he produced and not for the name of your act and that you remain an independent artist.

Only if the producer provides an entrance pass to half the radio, TV and record label land you start thinking about a long term contract.

The last thing you want is meeting a great manager in the future and you just signed away half your royalties to a producer.

If you are a singer, composer or songwriter you can offer your help to the producer by making your talents available for the other recording artists the producer is working with. If you add enough value to the producer's life, he will certainly take those two working days from time to time to help you out.

Graphic Designer / Web Designer

You can find graphic and web designers everywhere! I mean everywhere! There are so many people that are into *IT* that it's almost insane.

You can take a look at any Graphic Design High School and talk to a couple of first or second year students. The age of the designer has nothing to do with the quality of a design; there are so many young and talented graphic designers who can't wait to do something for someone "cool".

I bet, if you'd place an ad in the all the local supermarkets with the text:

- *We're looking for a talented graphic designer for our music industry projects. CD, Logo & Website graphic design. Call/ e-mail me*

You'll have a lot of people calling you. I also know almost for sure that you have someone in your own friends that knows someone who can do the job.

I'm about to tell you how to find a web designer and it's going to be shocking.

Visit the local chess club! I'm serious! I guarantee you there are some *IT* specialists there. Go anywhere where the "***nerds***" go to and you'll have instant success. You can find a million of them on the internet also.

The chances are high that one of the band members you will find can do the job also but if you do have difficulties finding a designer; you'll find a semi-professional one who does the job for a very affordable price on the internet or in your local internet café.

The main thing you have to offer to a graphic or a web designer is a portfolio. Recording artists are considered to be cool and most graphic or web designers will feel absolutely fantastic when they can hang around them and feel accepted by them and contribute to their success.

The only thing you need to do is start talking about your plans in the music industry, how you're arranging everything to make it big. This sounds like the most beautiful music to most graphic and web designers and especially the young ones will hardly be able to not brag to their classmates and friends about having the opportunity to work for someone that's working in the music industry.

So praise! Tell the designer how much you admire his excellent skills and listen to the person. Take a real interest in the person's life and accept the person. Ask him to go out with you and your musician friends; most web designers and graphic designers will be interested in the excitement of the lifestyle you have to offer.

Making a CD cover, photo shopping a picture, making a website, it might sound like a serious task but this is stuff is for web and graphical designers a piece of cake and won't take more than a couple of hours.

Stylist / photographer

Most female and (semi-) homosexual recording artists have stylists. If you do not belong to those categories; clean your teeth at all times, dress towards your goal and get a representative haircut. Make sure you look clean and fresh at all times.

When you appear in front of the camera; make sure that you have a **very small** layer of make-up powder on your face because the lights of a (video-) camera reflect on your skin.

You can find a Stylist at any popular barber shop. If you're a girl; you know where to find one, don't you?

There needs to be someone around in your team who can shoot good photos and videos to fill your website, for CD covers, music videos and all other public presentations of your team and products.

The modern mobile phones and the latest budget mirror reflex cameras that are available on the market can do the job more than sufficient. The golden rule; it's not about the quality of the camera, it's about the experience the fan has when he or she watches the material.

Recording Studio

The recording studio is where all your hard work comes together. You can find a decent one in almost every city. Look up the internet for the address.

You don't want to be bargaining the owner of a recording studio; every cent you spend in a recording studio is the best cent you've ever spend if you have the right team and the music industry success is your goal.

If you do not have the money to rent a studio; do whatever is in your power to get it arranged. Remember the fundamentals of Chapter IV and V and talk with the owner of the studio and tell him about how you are arranging your dreams to come true and if you're lucky he'll make you a good deal. Listen carefully; don't feel too big to just offer to do some cleaning work in the studios in exchange for renting a studio for a couple of hours if you have no money. Be creative and goal oriented!

Manager

Please do not actively look for a manager; the manager will look for you when you are popular enough. Don't try to search one because you believe it's necessary, it isn't.

A manager is supposed to be your **doorway** to the music industry by having a lot of contacts at radio, TV station and record labels. Managers charge on average 50% of your royalties and if you actively look for a manager that is willing to manage a beginning recording artist and you find one; it is highly likely that the manager has nothing of value to offer to you.

The moment you already have a managing contract and another manager knocks on your door that has real opportunities to offer to you; you won't be

able to work together with him due the contractual terms with your current manager. The moment you start having success a manager will recognize you and accept you into the music industry, lifting you and your team to the next level.

SECTION 5

Becoming A Recording Artist

Recording Artist Name

When you set the name for your act please make sure everybody in your team is involved. You do not have to do what your team members suggest but you do have to at least give them the opportunity to give their opinion to you. Show them that you take them serious, the last thing you want is at the moment you start to succeed to see your team break up because a couple of members do not feel that the name of your team is "theirs".

Trust me, people will throw away good success and even a lot of money if they feel it isn't their accomplishment. Everybody has the number one emotional drive to feel special and if they do not feel special enough at your team they will eventually choose another path when the opportunity shows itself. So make sure you don't stick too hard on a recording artist name until your team is complete.

A good strategy if you do not like your team members suggestions is to give them power on another subject. Give them a little bit more influence on the biography or on song writing to make them not feel any loss of importance. If you cannot succeed on getting your team to all accept on one name, simply show them what I'm about to tell you in this section. If you do that you show that you're not making decisions with your ego, that it's not opinion vs. opinion but that you're just doing what's in the team's best interest.

When you choose a name make sure it's easy to remember because when people hear your song and the Radio DJ pronounces *Dadashzadehzanjani,* nobody that has a interest in you and your song will ever be able to find you on sites like YouTube and iTunes and you will lose the connection you could have made with a potential new fan.

Another thing you could take in consideration is making your name have three or four syllables like:

The Bea Tels, Sha ron Stone, Mai Kel Jack Son, El Vis Pres Ley, Pat Rick Jump En, Chuck Nor Ris, Pa Ris Hil Ton, Ti Es To, Ste Vie Won Der, Head Hun Terz, O Prah Win Frey and the most famous name on this planet: Je Sus Christ

Three and four syllables names are not just the easiest to remember for most people; they are also easy to pronounce and usually are identified with professionalism.

The first time I've visited Germany I saw a street with the name Adolf Street. Adolf is considered to be a normal name in Germany but everywhere else the word Adolf is connected with Adolf Hitler.

If your name is Adolf and you're going to call yourself DJ Adolf; you're going to have a hard time being taken serious in the music industry.

Another good example is Detroux; a Belgian child molester, killer and someone who makes his victims starve in his basement.

Whether that's true or not isn't the point; the case got a lot of worldwide media attention and the word Detroux instantly activates people's memory with all kinds of negativity you do not want to link yourself to.

When you've chosen your name, look around if the name isn't connected with any political, criminal, traumatic or any other negative stigmas of people and events from the past.

Biography

Your biography's main purpose is to give Radio DJ´s, TV presenters, newspapers, music websites and record labels something to say about you and your team.

In your biography your main goal is to portray authenticity and provoke positive emotions at the people that read it. Most biographies I read are just list of accomplishments. Have you ever seen one of them 1000 word lap of text of the recording artists accomplishments?

If you are going to obsess over jotting down all your accomplishments you're going to miss your all your targets. If you have a lot of accomplishments, trust me; everybody who needs to know will know about them already.

In your biography you want to introduce your team members and write down what they like the most about the music you and your team are doing. Start talking about your passions for music; since when you started to play your instrument and why you love making music.

Feel free to write down the names of other artist that you admire or inspired your music. This will ignite positive emotional connections at the readers. If you are inspired by Michael Jackson; there are a lot of people that love Michael Jackson and will instantly feel good when they hear this name.

Authenticity and positive emotions are the key to an excellent biography and you create that by taking the following steps.

- Introduce yourself and your team members.
- What exactly do you and your team members do.
- How did you guys meet and why are you such a good team?
- What makes your team so special?
- What inspired you to do what you do?
- Write down your biggest accomplishment and write down why it was such a great experience.
- Add the names of your most recent releases.

Be creative; if you get stuck somewhere; check out the biographies of other successful artist and get some inspiration from that.

Recording Artist Website

Meet up with your graphic designer and web designer and instruct them you need a modern good looking but simple website that matches with your target.

Most people will not click further then the first page they see when they visit your recording artist website so make sure that on the entrance people can get the right first impression of you.

In the design of the front page you need to make sure that you and your team members that appear on the stages are recognizable. You can simply do this in the header or just adding a picture to the main page but a good designer can build a website completely around a good press photo.

On the front page you need the space to post messages; you want to share your latest developments with your fans. Also, your latest track should be

featured **prominently** on your main page. You can do this by adding a music player or simply embed your latest music video.

Under this block you add a link to where the people can buy the song. Another block on your main page should the date, time, venue and other short info of your next live or media performance.

Another block could be one where you provide the links to your Facebook, Twitter, YouTube or any other social media link that is popular at the time you are reading this. People love to have their favorite musicians in their network!

From that point on you ask your designing team to add easy recognizable tabs to the website containing:

- Music

At this page you add all your releases. Make sure people can listen to them easily and buy them by providing a link to a **popular** store. If you have music videos; connect them to your releases making the Music page a good representation of everything you have to offer.

- Biography

On this page you provide your biography, your press photos and your discography.

- Contact

At this page you allow people to contact you. Make a special email address for public inquiries to allow people to write to you so you'll never know what kind of messages you get tomorrow.

Never remove the contact page until you are an absolute world star. If you do not have a contact page; potential sponsors, record labels, the media and managers won't be able to contact you.

You'll get thousands of emails; if you want to make a deep connection with your fans (which is not a unnecessarily luxury) you reply to all of them diplomatically. Ignore the hate mail and other negativity, don't take it personal.

Do not make separate email addresses like press@ & bookings@; it will make your fans feel **unimportant**. If the press or someone who wants to book you wants to contact you; he or she will do it anyway.

The page should be a friendly invitation for someone who has the desire to talk to you:

"Team name" loves their fans; we love to get to know your how you feel about our music, your opinion, suggestions and whatever else that is on your mind!

And provide an email address or a messaging box (your web designer will know what that is)

- Pictures / Videos

Add a page where you provide your fans pictures and videos; fans love personal stuff. If you do live shows, shoot pictures! If you have something to say or show; shoot a video! Allow the fans to re-experience the events they visited by looking at the photos on your site! It's a great opportunity to get people continually on your site to promote your newest music.

- More

Feel free to be creative and add even more tabs but make sure you don't overdo it. Simplicity and providing value to your fans are your main goals. Take a look at a lot of other Recording Artist websites to get some inspiration on what you could add more to your site.

Live show

Most people fear public speaking over death. Talking in public is the most common fear people have. I don't really understand it and I hope you neither, I hope that you love to appear in public and you and your team feel absolutely no stress what so ever when you are appearing on a stage.

But the chances are high that you or a team member fears being on a stage or talking in public. Whoever is nervous or afraid to talk in public will automatically portray closed body language while tensioning parts of the body out of stress and that will affect the vocal quality and charismatic factor of a person greatly in an unbeneficial way.

When talking in public; focus on the public and not on yourself while communicating on the public. Don't focus on the things you're doing wrong, just focus on making your audience happy!

The people that listen to you or see you performing; they want you to succeed! Nobody wants to listen to a public speech where the speaker does not succeed; nobody wants to listen to a group of recording artists that doesn't succeed in their act because it would be a waste of time.

When you go on stage, think about the value you add to their lives instead of your own imperfections. The people that come to hear you talk or see you perform, they want you to succeed!

It is important that you relax when you talk and perform, before you go on stage you just let go, let go of everything and just be thankful you can be on the stage. Take your time and relax all your muscles (also your jaw and face) and stand confident and open.

Before stepping towards a public, get yourself in an "*I love my audience"* mindset. This will automatically correct most body language problems naturally. When you like people, people will like you. When you really love your public, your body language will act accordingly. Before you hit that stage, think about the nicest experiences you had in your life and tell yourself that the people in front of you are going to make your act a big hit, you love them and they love you!

Don't focus on what people write on the internet; just do not look at it. In my youth, I've performed on an alternative rock festival as a dance act. On the website of the organization I found hundreds of negative comments on why they booked me to the event. I did not "belong" there due a style difference. I could not find one positive comment but the show was awesome. The festival tent had room for 6000 people and it was so jam packed and attracted so much attention that people where standing **outside** to still be able to enjoy the show.

Neglect negativity on the internet; people that have a life don't spend so much time on it commenting on recording artists, they are too busy living their lives.

Your live act will eventually be your main source of income; it'll make more profit then your music itself when your act becomes successful.

With YouTube and "illegal" downloading in today's music industry landscape, your music is considered to be an **advertisement** for your live show. The live performances are what is making the business profitable.

If you handle your business right, the profit you make from your live shows can be easily **10x** as high as from music sales.

Imagine you're a world star and you're the main act and just did one show in a soccer stadium in over 20 countries for an entrance price of US $ 50,- for an average of 30.000 people.

That would be revenue of US $30,000,000,-. Deduct the flights, hotels, employees, stages, support-acts, booking agent and management fees and you still end up with an amount of money the tax office will **love** you for.

Let's imagine you'd end up with a million dollars of profit. How many songs would you need to sell to get that kind of profit? In today's music industry landscape I'd estimate it on selling four million songs.

Take a look at today's world stars, how they travel around the world all the time to give shows and realize what kind of business they are doing.

At the moment you are reading this, there is at least one soccer stadium or big festival going somewhere in the world where someone is increasing the numbers on his or her bank account and you can be the next one that does. So please take the live show even more serious than your music.

Your live show should be entertaining. Mix in great performances with awesome clothing, fun, dance, humor, variation, interaction and positive feelings and emotions and you'll be all right.

Whatever it takes: When your fan leaves the venue; he or she needs to remember that day as one of the most exciting and fun times they ever had.

Don't just think: I'll get a couple of strippers and my audience will be content, you really need to be more creative then that!

Eye contact is very important; interaction with your audience is very important. Why don't you involve your audience in your show? Get inspiration from the world stars and see what they do on the stages and make sure that you have an interesting and unique show of **60 minutes**.

Be prepared to be flexible; sometimes you'll be asked for 20 minutes and another time you'll be asked for 2 hours so always keep in mind that you really need to **like** being on stage know how to entertain an audience in **any** circumstance that is given to you.

Songs

Hey, come on! You seriously didn't expect me to assist you with making your songs? If I'd seriously need to tell you what you should be doing in the recording studio you might as well close this book.

(*Joke, laughs*)

In all seriousness, there is something I do need to tell you. After you've recorded your songs you **need** a mastering engineer; a **professional** mastering engineer.

This mastered version is mastered by a Hollywood mastering engineer who has also done the sound mastering of lots of cinema blockbusters like Transformers.

This pre-master version is what you could consider a studio recording by a producer.

Now, which one of the two sounds better and how much better does it sound? Your songs are next to your live show your main products and you do not want to compromise on the quality of your main product by not getting your songs mastered by a professional mastering engineer.

Most (inexperienced) producers will try to save money and time by trying to "pump up the sound" themselves by using compressors and equalizers.

Your songs are next to your live show your main products and you do not want to compromise on the quality of your main product by not getting your songs mastered by a professional mastering engineer.

Most (inexperienced) producers will try to save money and time by trying to "pump up the sound" themselves by using compressors and equalizers.

To an untrained ear; a song that is "home-mastered" by a producer might sound almost as good as a song that is mastered by a professional mastering engineer. The problem only shows itself when you take your music to the stages, record labels and the radio stations.

What sounds great on the studio monitors of a producer can sound awful on the big open air speakers of a festival. It might sound horrible on laptop speakers or on a ghetto blaster. A mastering engineer is trained to make a song sound perfect on **any** sound system.

When you listen to the radio; all songs are mastered and when Radio DJ´s hear that your track isn't, you will never pass the selection process and you will deny yourself airtime on bigger radio stations.

And record labels? If you walk to a record label talking all slick and you bring un-mastered "shit", yes that's how a record label C.E.O. would call it, they will never ever take you serious again.

Record labels are businesses and only work with top quality; you can't expect a record label to sign you when you provide tracks that won't fit on their compilation CD's because of the recording quality.

So whatever your producer tells you; always visit the mastering engineer. You can find one in almost any city and at the recording studio they will be able to tell you where to find the good ones.

The more experience a mastering engineer has, the *better* the deal is. An average mastering engineer charges US $ 50,- a track and you might get a good deal for a complete album if you treat him with respect. Listen to a mastering engineer's past work to find out if the quality of his work is according to the music industry standard.

And never forget, **the mastering engineer is always right**. If the mastering engineer sends you back into the studio to record something again; he's not trying to disrespect you but trying to help you. Take any advice from a mastering engineer serious and if you doubt his credibility; asking is free, visit the next mastering engineer in town and ask him.

Music Videos

Music videos aren't as important as they used to be in the past; with the internet people do not depend on music channels like MTV anymore for their daily supply of new entertainment. To illustrate this; in the time I actively supplied music videos to TV stations, around 20.000 people would watch it every time when it's played but if I'd upload something on YouTube the reach would be several millions.

Professional music videos give a lot of credibility; if you get your music videos played on TV you are instantly accepted by the public as a professional recording artist but before the TV stations will ever accept the tape that plays your music video, you need to have serious contacts in the music industry. We will talk about that in the next section.

Producing a professional music video will cost you at least US $ 7,500,- and you can make it as expensive as you want.

If you have that amount of money; go for it, get a director, story writer, cameraman, rent cameras and a professional video editor and make professional music videos for your songs. If you do not have that amount of money or you are not willing to invest thousands of dollars in a music video; you need to wait for the moment you get your songs signed at a record label.

A good record label will invest the money necessary to make a music video and will have a team to get it done; you don't have to worry about anything, the record label with do it for you.

But don't let the fact that you do not have thousands of dollars stop you from making music videos. If you are a creative person and have some creative people around you; write a little script, rent a semi-professional camera and learn how to work with video editing software like Sony Vegas.

Learning how to make good looking music videos yourself is a lot of fun and that skill will come in very handy along your road to music industry success.

A cool and semiprofessional music video is better than no music video; a music video is what will market your products and is a great tool to make an emotional connection with your fans. Don't let the fact that you can't start off with expensive professional music videos turn you down. You will have them at one point if you keep taking the right actions which I will talk about with you in the next section.

SECTION 6

Turning Into A Star

Without a professional team and professional products; you cannot be a successful recording artist. We talked in the last two sections about what kind of people you need on your team and what kind of products you need to make to transform yourself into a professional recording artist.

There is hardly any luck involved in becoming a recording artist and there also is hardly any luck involved in turning into a star.

There are three things that make the difference between a recording artist and a hit recording artist; also known as a celebrity or a star.

1. The quality of your team
2. The quality of your products
3. Your creativity to market your products to the people that are interested in it.

If you took the right actions after reading the last two sections, you now are a recording artist with a product. The product is your music and your live shows and the only step that is left is to sell your product and you will be famous.

Hardly anyone knows how to turn into a star so people think the main factor is luck. But go out there and ask any businessman how much luck he had to succeed at what he or she did. He will simply respond by saying was hard work, being creative and taking **actions.**

Yes, you've read that right; you need to take all the actions necessary and it is just a matter of **time and creativity** when those actions leads to **success**.

We now have our team and our products and we are just two goals away from reaching our end destination, **stardom**.

Making money is not one of them. Can you remember our conversation about money? Money is a symbol of power. Focus on power and the money will come **automatically**.

If you took the right actions we talked about in the previous two sections then you have a team and products but you still do not have any real **power** yet. If you succeeded at taking the right actions we talked about in the previous two sections, you might be so confident that you start believing you have real power but you haven't even started so please don't waste any of your time focusing on money yet because it will do you more harm than good.

If you need money, find other means to get it; do not try to sell your products desperately for a bargain price at the moment when you finished reaching the goals we talked about in the previous two sections. You'll make a lot of money **after** you succeed at the last two goals we're talking about now so please stay focused.

From this moment on you have two goals; the first one is to reach the audience that is potentially interested in your products and your second goal is to get accepted by someone influential from **within** the music industry.

To be accepted by someone from within the music industry, like a major record label or an influential manager you need to appear on their radar.

There are two ways you can get accepted. The first and most effective way is becoming really **popular** with your product. The second way is to try to network in the music industry by becoming friends with Radio DJ´s, TV presenters, managers and other people that function as gatekeepers to the mass audiences.

Most people take the networking route and wonder why it's not working. They do the craziest things; they do virtually anything to become friends with gatekeepers. From buying expensive gifts, extreme ass kissing and in some situations there are even women that would jump in bed with a gatekeeper just to get one second with his other gatekeeper friends to promote herself.

Yes, if you're a pretty young lady who can sing, you could choose the route by sucking the dick of someone you found who is a successful music manager but if you simply lack the major characteristic of becoming a star, **becoming popular because of your talents, creativity and willpower,** no music manager can sell you to record labels, TV and Radio stations.

Everybody knows you're sucking the dick of the manager. Managers, Radio DJs, TV presenters; they talk openly with pride what kind of crazy things people do them to get one second of light. So if you want to choose that route, trust me; they'll talk about it.

So in the end nobody really respects or wants you if you try to "cheat" your way in. And on top of that: you don't bring value to anyone else then to the person you suck the dick of.

So the other gatekeepers of the music industry won't accept you and it will just be a matter of time until the person will leave you for someone who does have the required characteristics. You could go for the networking route but one day you will realize that the seemingly "easy" route most of the time is a dead end.

If half the music industry knows you're an "attention whore" and you one day do succeed at becoming popular; people from within the music industry will still remember you as that weak individual who is so desperate for a minute of fame that he or she would virtually do anything for it.

You do not want to be accepted by any music industry gatekeeper for any other reason then: They **like** what you are doing, **respect** your creativity and accomplishments and because they believe you could make them or their gatekeeper friends a lot of success and money by "bringing you in".

That essentially is what it's all about; you need to be **chosen.** You could upload your music videos to YouTube and attract 100 million viewers to them but without being chosen you still just are a YouTube-internet-star and not a "real" **star.**

Someone needs to send over your music video on a special tape to the TV stations and there are just a couple of individuals that control what's on the air and what's not.

A 100 million viewed YouTube video is not a reason for someone who is responsible for what's on TV to play your music video. One of his close music industry friend who hands over your tape **is.**

Your ability to reach the market that likes your products (your popularity) is what makes you appear on the radar of gatekeepers. If your product is professional enough to reach the music industry standard and you appear on enough radars; the day will come that at least one gatekeeper will **accept** you.

The moment that happens, the gatekeeper will hand over the tape to the guy that decides what's on the TV and what's not.

So don't waste your time on getting the right friends or trying to spam the mailbox of the major record labels, focus on reaching the market that likes your products and the right friends will find you.

To give you an idea of how this process works I will give you my personal experience.

After I had something you could consider a "product" and started to gain popularity, it started with the local newspaper when I uploaded a video that reached 100,000 viewers. They wanted to do a piece on a local citizen that received national attention.

Shortly after that piece was published, I've been contacted by a sponsor that wanted me to wear their clothing. The first TV inquiry came soon after; a youth channel reporter wanted to do an interview with the man who was responsible for what at that time looked like the next sub-culture. At this time, a couple of hundreds of thousands viewers became a couple of million and two managers contacted me with the question if I had interest to work with them because they believed I could take what I was doing to a higher level.

I signed a contract with one of the two options and within three months I performing in over fifty night clubs and big festivals, I've visited every TV show imaginable, was interviewed in countless magazines and newspapers and recorded several singles. Our first one **entered** in the national charts in the top 15.

After that, many crazy business proposals came in. Like one man offering a lot of cash to make a DVD with us. When it was ready it got **prominent** visual attention in stores and newspaper advertisements, turning it into a gold awarded top selling disk. I did not get my DVD's prominently put in front of the stores so that nobody could miss it because I was so popular, it just appeared there because the **right** person with the **right** contacts asked me to work with him. I did not appear on all the TV shows because I was so popular; I appeared on the TV shows because a trusted **insider** recommended me.

I did not get booked in all those clubs and festivals because I was so popular; I got booked because I was on a list of a well-respected bookings agent that recommends artists in their network of night clubs.

Yes, I did attract a lot of attention with products, but, it took the right friends to get passed the gatekeepers and be accepted within the music industry.

I never wrote a business proposal to anyone; they just came to me after I got a certain amount of **power**. In the music industry; your power equals your product's **popularity**

After I got accepted within the music industry; the power that comes with popularity was upgraded to the level of power you experience when you get **accepted** by the people that run the music industry behind the scenes.

So let's start talking about several strategies to accomplish your last goal. After all that hard work, this will be the last step in the process of transforming your dream into reality.

SECTION 7

You Are The Star

Some people try it their whole lives and never make it and some people succeed within two months; the reason why music industry success seem so "random" and "luck based" is because it's so difficult to learn how the music industry works. You can go to university and learn how to be a lawyer but there is no university that teaches you the skills you need and the steps you need to take to be a successful recording artist.

The educational system is designed to make good employees to serve the system; not to make you so influential that you change the rules of the system.

So the people that do succeed in the music industry, at some point met the right person that took the time to educate them with the right knowledge. The chance of finding that right person who is a renowned multi-platinum music manager that is willing to invest great amounts of time in you is extremely small.

You now have the right education to make it. You only have one goal in front of you and you are responsible to reach that goal.

You are the star, I can't do it for you, it's not my goal to make you a copy of me, you need to take the last and most important step all by yourself with your personal quality and talents.

I could exactly tell you what to do and I'm going to give you an idea that will give you **100%** guaranteed success in reaching your last goal: reaching the audience that is potentially interested in your products.

How to instantly become famous:

Buy a plane ticket to Rome for you and your band members and two other friends that have a video camera and when you arrive take a taxi to the Vatican. Tell your two friends with the video cameras to position themselves on the Saint Peter's Square on the Vatican and aim their cameras at the stage where the pope preaches every Sunday. Take a couple of instruments like guitars, make sure you don't take any suspicious packages with you and walk with your band members to the left side of the borders of the area where the pope preaches and his guests sit down.

Climb over the fence and run as fast as you can to the stage of the pope and start performing your best song. Keep performing until the Vatican police takes you down and arrests you; try to ignore the police as long as possible.

Make sure you have a mobile phone or a spy camera attached to you and that it's videotaping everything that happens to you when they arrest and interrogate you. If they ask you why you did it and why you didn't respond to them when they tried to stop you, you respond to them with; I wanted to give my fans a good show.

If they let you go, you go out of the country as fast as possible, go back home and make a nice video of your performance and how you are being taken down and being interrogated.

Visit YouTube and search for "Patrick Jumpen arrested in Vatican" to experience how this idea works out live in action.

Taking this action is very dangerous; the Vatican secret service could misidentify you as a terrorist and shoot you down immediately when you start running around onto their restricted areas. You could be thrown in jail for a couple of hours or even longer! And exactly for this reason you will attract the all the attention. You're doing something **unheard** of, something unique; you're doing something exciting, even the maddest man wouldn't even have made such a thing up. When people see you performing on the stage and see the police appearing, they instantly start fantasizing on the events that could happen to you, the whole video will excite them from the beginning until the end.

I made this idea up because I wanted to put down my feet in Italy, so I asked myself the following question: What could I do to make my product instantly known and liked in the Italian market?

I knew people like excitement, doing things they aren't supposed to do but most of all they like drama. Performing and getting arrested in the Vatican on the pope's stage sounded like an excellent way to reach my goal.

But if I would give you more examples of things you could do to attract a lot of attention, it would work for the first person that tries it out. It won't work for the 2nd person who tries it out.

Imagine that after reading this chapter, ten people get it inside of their heads to perform on the pope's stage. I can guarantee you the 10th person will be put in jail for a very long time to make a statement that actions like these aren't accepted. Also the public will get tired of seeing the same thing over and over again.

So I'm sorry, I cannot give you pre-set solutions; you need to unveil your own star within and discover your own solutions to reach your last target.

You do this by asking yourself questions:

What kind of people like the music we make? How can we attract the people we like? How can we make the people aware that we are out there? What kind of things are these people interested in? How can I intrigue these people? How can I entertain these people? How can I offer something unique? What could I do to create more attention for my products?

If you have the desire to succeed in the American music industry, you ask yourself: *What could I do to get attention for my product in America?*

Moving to Los Angeles would be a very good answer to a question like that but there is more to it than just moving over. You'll have to ask yourself a lot of questions and find the answer to every single one of them.

To reach your last target, you need the mass media. The Internet, the radio stations and the TV stations. The Radio and TV are full of gatekeepers so it'll be a hard and time intensive job to go from radio station to radio station and send in your songs to the Radio DJ´s that give new talents the opportunity to get airtime. It'll be a drag to go from audition to audition until you get accepted by one of them. Another downside of the traditional mass media is that it's so scattered, if you're supported by one channel, the other will not like you because of the rivalry that is going on between commercial channels. You can do it if you want to get some experience but if you really want to make it big you need a medium that is not controlled by any gatekeeper. Anyone can upload a music video to sites like YouTube and Facebook. The internet is your place to be to reach your last target. Promote your products,

your songs, music videos and performances on the internet! The only downside of it; you really need to be creative to attract a lot of attention on the internet but, the sky is the absolute limit.

If you want to attract a lot of viewers, you need to know what people are interested in, what they like to experience and talk about and make your products resonate with that.

What is virtually every human being interested in:

Health,	and the preservation of
Food	
Sleep	
Money,	and things money can buy
Life after life	
Sexual Gratification	
Well-being of our children	
A feeling of importance	
Avoiding Pain	
Maintaining feeling of stability /certainty	(most of the time)
Exciting variety and uncertainty	(once in a while)
Entertainment	

What people love to experience and talk about:

Drama
Comedy
Adventure
Scandal
Pleasure

It won't hurt to start reading books on marketing! Especially guerrilla marketing could assist you with reaching your last target! If we take a look at the Vatican video idea again, we'll see it hits the drama when you get arrested, it's funny when people in the background are laughing at you, it is an adventure when you're doing something unheard of in a faraway country, a scandal because you are breaking the law and a pleasure because you are performing a great song and show your fans that you love them.

When you write your lyrics, you can use the list of interests to have as much as people resonate with your song texts.

An example of this would be, when a world star (*entertainment*) would get involved in a scandal (*scandal*), for example cheating (*Sexual gratification*), you write a song about cheating men and you mention this world star in it and you make the song texts; funny, dramatic and scandalous and you will automatically find a market who would find a product like this interesting.

To sum it up: to reach your targets, you use one or more of the subjects everybody is interested in into your product and then you revolve your product around the things people love to experience and talk about.

You do this with your songs, music videos and your live performances.

You then register yourself for a couple of bucks at a self-publishing site that does not take the rights of your music away like CDbaby.com or Feiyr.com and upload your music there so that it appears on sites like iTunes.

You then take your whole repertoire of products and implement them on your website and sites like YouTube and Facebook on the Internet and you then try to make interesting continues series of videos revolving around your music, your group and your live performances to *start* a *movement, a story your fans can fall in love with and come back frequently to get addicted to the excitement you bring in their lives with your products.*

You add an iTunes buy link in the description of your videos making you some money and you just keep repeating the process until on that very special day, one of your public performances attracted the attention of someone who has the power to accept you in the music industry, offering you the deal that has the inevitable effect of making you a **star**.

CHAPTER VII

Controlling Oneself

CHAPTER VIII

Professional Relaxation

CHAPTER IX

Dating For The Stars

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